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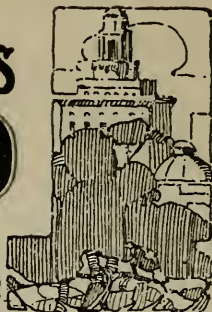
1923/25





BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, June 2, 1923

Number One

BETTER HOMES WEEK IN AMERICA

The *Business and Professional Women's Club* of Oakland will give emphasis to the national program for **Better Homes Week** by having two events in their club rooms, 1741 Broadway as follows:

1. **LUNCHEON**—Thursday, June 7, 12:15 sharp.

Speaker, DR. CAROL ARONOVICI, City Planning Expert of Berkeley.

Subject, "The Setting of the Home."

Appropriate music. No limit to number of guests. Plates 50 cents.

2. **A HOME DINNER**—Friday, June 8, 6:15 sharp.

A chicken dinner furnished and prepared by club members, illustrating that business women are well informed on matters pertaining to better homes.

Program—Music furnished by the talented Langer family—**Professor Paul Langer** noted Viennese cellist, his daughter Ethel at piano, and son, Martin, eight year-old violinist. Community singing---Dancing---Cards.

Guests limited to one.

Phone reservations not later than Thursday noon. Plates 50 cents.

At the end of a busy day there is nothing more restful than an attractive home.

Dainty curtains, big cosy upholstered chairs, draperies and lamps in soft shades to harmonize—all from **THE CURTAIN STORE**—will make your home the ideal place to spend the ideal evening.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

NEXT WEEK

Chester Rowell

No introduction necessary

CLEANLINESS

Cleanliness is worth paying for — BUT — cleanliness in business more than pays for itself. Furnishing your help with cloth towels is a good investment.

**Oakland, California
Towel Company
28th and Filbert Sts.**

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's Club
meets every Thursday, 12.15 p. m. in their Club
Rooms 1741 Broadway, Oakland. Tel. Oak. 1470

Subscription Rate . \$1.00 per year

OFFICERS

President.....BESSIE WOOD GUSTASON
Vice-President.....BIRD M. WILSON
Treasurer.....MARGARET B. CHASE
Secretary.....ELLEN A. SMITH
Auditor.....A. M. JESSEN

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House Manager.....MAE B. WILKIN

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ZANNETTE W. POTTER..... Editor
ANNA C. SIMPSON.....Advertising
SARAH C. BORLAND
DORA B. COOLEY
ESTHER F. HOERST
FLORENCE M. KING
F. HARRIETT BAKEWELL

JUNIOR SECTION

The Club now boasts of a thriving junior section organized some two months ago and functioning under the direction of Miss Ede Wolff, Chairman; Laurie Thorne, Secretary, and Laura Warnock, Treasurer.

Patronize our advertizers and be one for the next issue of The HERALD yourself. In fact, can you afford not to advertise in your own club paper?

Ring our advertising manager, Oakland 278, and arrange for a snappy ad.

SALUTATION!

A most cordial greeting to the members of Oakland's Business and Professional Women's Club! The HERALD is glad to meet you and hopes to serve you well in heralding the message of your organization one to another and among those who may be interested in learning of your activities and of your hopes and plans for the future life of your Club.

Not even a club paper should come into existence without a reason. The HERALD hopes to SAVE and to SERVE—two very substantial reasons, you will agree. By a very strict adherence to an "economy budget" the HERALD is already in a position to SAVE the Club some \$600.00 a year. And is not a penny saved a penny earned? The HERALD will SERVE the Club in ways too numerous to mention. Instead of a weekly letter the HERALD will go to you bearing messages and announcements of general and special interest. And no one denies the weight of the printed word. The HERALD will become a factor in crystallizing Club interests and in making the members better acquainted one with another, this latter an attainment much to be desired. The HERALD *must* and *shall* keep up, and even a little ahead, of the march of progress upon which the Club is now entering. In this leadership the HERALD begs the indulgence and support of those who daily "carry on."

Mrs. Daisie L. Short

INSURANCE ADVISER

THE EQUITABLE LIFE
Assurance Society of the United States

EASTON BUILDING
Telephone Lakeside 927

Were you at the Club picnic at Live Oak Park, Berkeley, Thursday evening? If not, you missed a good time. The spot was lovely, the company—well, you know what the Club is when they get together to play, and the eats—yum-yum! The Rev. Mr. Breeden's readings from James Whitcomb Riley and Paul Dunbar in dialect were splendid. We must go again when the weather is a little warmer. Our thanks to the committee in charge for the success of the whole affair.

Buy extra copies of The HERALD—5c per—to send to friends or for display and use in your own office.

DO YOU KNOW THAT

The home-cooked chicken dinner scheduled for next Friday is short o' pies on the menu? What Club members "can bake a cherry pie quick as a cat can wink her eye," or any other kind o' pie for that matter. Let Mrs. Barndollar know, if you can.

Two hundred seventy-six names are included upon the roster of the B. P. W. C. of Oakland. Speaking of rosters, the Herald intends to run a complete membership list every month including the address, telephone and business of each member. Will your name be there? Yes, if your dues are paid for the current year?

"OH, OAKLAND" is the name of a musical review written by George Cummings and which will be given Thursday night, June 7, in the Auditorium Theater? Do you know further that this show is put on by the Oakland Advertising Club and is the forerunner of a mammoth festival to be given in September which will advertise Oakland to the whole wide world. *Think of it. Plan to be there* on Thursday evening. Dancing, snappy drills, comedy and stunts are features.

When we lunch at the Club we are patronizing ourselves. Yes, because it is co-operative.

Initiative is doing the right thing without being told.

The Committee on Dietetics report that in spite o' all they can do the underweights o' the Club remain underweight and the overweights continue to gain. That the matter has been referred to the agricultural department of the U. C.

Paul Langer who will be heard at the home dinner next Friday evening once taught a King to play the 'cello? That he owns a collection of violins and cellos worth \$25,000? That the Viennese artist has taken up residence in our City Oakland.



Flowers

Macdonald's

1731 Broadway

Opp. Fox Theatre

Oakland

ABOUT WOMEN

And Sometimes Others

Women are too unselfish in their business, too spendthrift of their own strength. Yes, it seems so; at least so declared Dr. Lillian Gilbrith, recently a luncheon speaker with us. Dr. Gilbrith, the mother of eleven children, wife and home keeper of Frank Bunker Gilbrith of Mont Clair, N. J., finds time to write many books relating to industrial engineering and is an authority on business efficiency. Mrs. Phoebe Apperson Hearst is cited as an ideal homemaker, one who has both "a desk and a fireside."

Dr. Esther Lovejoy, noted woman physician, who was decorated by the King of Greece a few weeks ago with the first Greek war cross ever awarded a woman, came home in the steerage from Europe lately, in order to save money for hospital work among sufferers in Greece. Yes, and this wonderful and modest lady will be heard at the Portland convention in July.

A woman's club has been organized in Bacong, Oriental Negroes, with a membership of 54. Six hundred pesos have been contributed for the club's activities by the municipal and provincial governments in addition to private offerings. Our City Fathers please take notice.

TEN MILLION

That's the number of organized women in this country no mightier force in the world. Don Marcus in the New York Tribune says that they are awaiting the word to tackle some big job, suggesting a variety of enterprises all the way from a really safe baby-pin to the handling of the European situation. And to a body like this one would be as simple as the other. Woman has hardly begun to express herself in an organized way. When she does, there is no power on earth that can thwart her will. Among these ten million are some Joans d'Arc and numberless "Regiments of Death." But woman has won, not as "the fiercest of her kind" but through her tender ministrations, lifting, leading and keeping the world safe and livable. And only by like ministrations, individual or organized, must she continue to conquer and bless the world.

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GROW OLD

M. A. Bloedel Frye

1429 BROADWAY, OAKLAND
Will Help KEEP YOU YOUNG
Telephone LAKESIDE 7664

WELCOME,

Business Women's Herald! THIS IS OUR PAPER

This paper belongs to you and me, fellow members of the Business and Professional Women's Club, and its success lies in our keeping. It is going to reflect our club life, and our interest in community affairs.

To its editorial staff, we pledge our loyal support and our sincere thanks, that it is made possible for us to have this medium for public expression. It has a humble beginning, this paper of ours, but, true to its name, its mission is to "herald" the news, and soon you will find we can

TELL THE WORLD!

Bessie Wood Gustason.

Bessie Wood Gustason

(Bessie J. Wood)

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2850 Telegraph Ave.

Phone Lakeside 49

For Exclusive and Individual

Headwear

At Reasonable Prices, Visit the

Guber Hat Shoppe

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A LIFE INCOME FOR YOU

Miss Eunice G. Prichard

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The first issue of the Herald will be sent to all the leading business houses of the city and a hundred or more leading business and club women who we hope will be interested in us.

Exchanges will be established with every leading women's club paper in the country and copies of each issue will be on file in all the libraries of the city of Oakland and environs.

Watch for the report of our building committee in next week's HERALD. By the way, have you invested the limit in shares for our new club home? This dream of ours must come true, you know.

Ruptured or Veins in Leg?

Buy your next truss, elastic hosiery or abdominal supporter from us and be promptly fitted by our experts. Satisfaction guaranteed.

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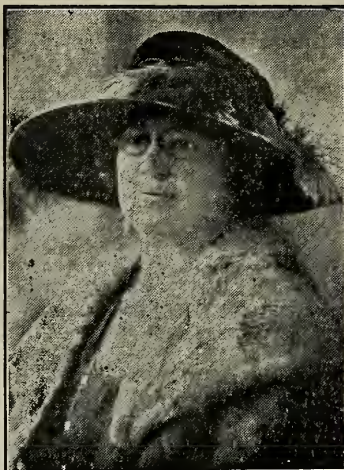
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704 AMERICAN BANK BLDG.
Oakland 1209



MRS. ALICE T. BURNELL

CLUB HISTORY

Alice T. Burnell was the first President of the Business and Professional Women's Club which was organized in the year 1917. The first meeting was held in the south room of the Hotel Oakland on March 16 of this year with some fifty members present. Eighty-six names were upon the roster at that time. Not a bad beginning, was it, for a club that is destined to become an important factor in the making of Oakland's history? Associated with Mrs. Burnell were Mrs. M. E. Bishop, first vice-president; Mrs. Robert Bull, second vice, and Helen Power, third vice. Mrs. Gladys Lent Barndollar was the first secretary with Bessie Wood serving as Treasurer and Director. All of these good ladies are still active in the affairs of the Club, having served in various capacities since the good old days. Mrs. Burnell is contemplating a trip to Europe during the coming summer vacation.

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OAKLAND

1538 Broadway



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Mrs. Margaret B. Chase Berkeley 6025 W
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Oakland, Cal.



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Volume One

Oakland, California, June 9, 1923

Number Two

"Work, but while you work, live. Enjoy life's beauty as well as its labor, that you may be a rounded, harmonious individual, a sound unit in a sound society."

—Ella Wheeler Wilcox.

CHESTER H. ROWELL

WILL BE THE SPEAKER AT

THURSDAY'S LUNCHEON

JUNE 14, 12:15 sharp

Subject: "Events in Mexico"

Make early phone reservations

Telephone Oakland 1470

BETTER HOMES WEEK!

Dainty Curtains—
Upholstered Chairs—
Draperies and Lamps—
Soft Shades to Harmonize—
Make the Ideal Home
for The Ideal Evening

The Curtain Store

520 THIRTEENTH STREET
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BUSINESS MEETING

Thursday, June, 14
12:15 sharp

PLAN TO BE PRESENT

TOPICS

Club Vacation and
Refurnishing Club Rooms

CLEANLINESS

Cleanliness is worth paying for — BUT — cleanliness in business more than pays for itself. Furnishing your help with cloth towels is a good investment.

Oakland, California
Towel Company
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Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry of second class matter.

Subscription Rate . . . \$1.00 per year
Single Copies.....5c per

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Vice-President.....BIRD M. WILSON
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LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer
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EDITORIAL.

What better topic could one
take for an editorial than *business meetings*? Rather dry,
usually, but why not attempt to
make them as interesting as the
so-called regular meetings?

THE CLUB'S BUSINESS IS
YOUR BUSINESS. Why? Be-
cause you support it with your
dues, believe in its ideals and
are interested in its projects.
These projects must be plan-
ned, discussed, committees ap-
pointed, and machinery set in
motion at the business meetings.
Would any business woman
think of being absent from a
meeting, however dull, that had
to do with the furthering of
her own business? Hardly.
Those who make it a point to
attend business meetings of the
club are less prone to criticise
any feature of the club work.
The reasons are obvious.

The officers and committees
of our club-organization—those
who give of their time and
talents unstintingly and uncom-
plainingly—would appreciate
an increased attendance upon
the regular business meetings.

Matters of vital interest to
every club member will come
before the meeting scheduled
for Thursday, June 21. Mem-
bers, will you be there?

MAIDEN-RITTIGSTEIN BUSINESS PROPERTY SPECIALISTS

420 15th St. Lks. 4300

Ring our advertising man-
ager, Oakland 278, and arrange
for a snappy ad.

Miss Wilkin begs to an-
nounce that exhibit space is
available for display of Oak-
land industries at the Portland
convention, July 9 to 16. Con-
sult her. Oakland 1470.

ANOTHER PAYMENT ON OUR HOME

\$750.00 was paid on our
mortgage last month. How
much shall we pay this month?

San Francisco club women
had a rally the other day at
which bankers and merchants
and others assisted materially
in the boosting. We know that
the men of Oakland are just as
public spirited as any in the
world and would be just as en-
thusiastic in assisting our pro-
ject if it were presented to them
in the right manner.

So "LET'S TELL THE
WORLD". The HERALD is
pledged to help us in every way
and when every member of the
*Oakland Business and Profes-
sional Women's Club* is thor-
oughly sold to the idea of a
new club home we are far on
our way of accomplishing the
task set before us.

Listen, fellow members! a
lot on Webster St., just three
doors nearer 15th Street than
our own was sold the other day
for *one thousand dollars a
front foot!* Is that a good in-
vestment? Figures don't lie.

The need for our building is
imminent. Just as soon as the
lot is clear we can begin build-
ing. Many of the members are
subscribing for stock and pay-
ing for it on the installment
plan, it is so easy that way, one
doesn't miss it and before we
realize it a beautiful edifice will
grace our property, and a pay-
ing one at that. Any banker
will tell you that the investment
is safe, so why delay?

All ye who *believe in Oak-
land*, who *want a club home*,
who *have a keen sense for bar-
gains* send in your subscriptions
at once and make of us a hun-
dred per cent club for our own
building.

DR. LILLIAN SHIELDS,
President Holding Ass'n.

Success was ours in celebration of Better Homes Week for no better time has the club enjoyed in many moons than the affair of last Friday evening. What generous servings were ours of that home-cooked chicken dinner, what delicious pies from the deft fingers of our own club women, what delightful music from the artists present not to speak of the mah jongg and card parties later on. All revelled in that beautiful Breuner corner with its elaborate furnishings including a choice Persian rug, the display provided by the Curtain Store and the wonderful flowers donated by P. A. Hazzard, florist. Acknowledgment is due Mrs. Irma Randolph for her sweet songs and her accompanist, Mrs. Nadine Shepard. Also Professor Paul Langer and his talented family who were most generous and gave many delightful encores. Mr. Kasabe, rug authority of Persia, was illuminating, and Mr. and Mrs. A. E. Carter as guests of honor were most welcome.

Best wishes for success
to the

**WESTERN CASKET
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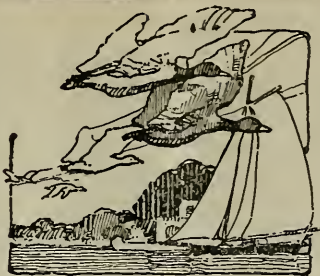
Flowers

W. I. Macdonald's

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Oakland



Go Tell It to the Ducks

Though I've a lot of troubles to my
friends I never tell 'em
But keep them tightly bottled up
within my cerebellum
I used to play for sympathy, but did
I get it? Shucks!

Now when I want an audience, I tell
it to the ducks.

Quack, quack, quack, quack, quack,
quack!

The canvas backs reply

Quack, quack, quack, quack, quack,
quack!

The mournful mallards sigh

Confide your secrets to the teal,
You know the birds will never
squeal—

They're never deaf to your appeal
So tell it to the ducks.

If you have saved the water front,—
tho' others may not know it;

Or fought the wicked railroads—and
have photographs to show it;

If you have built, or said you'd
build, a stadium deluxe

It might be mere becoming, to tell
it to the ducks.

(The above song composed and sung by
Fred Blanchard at the "Oh! Oakland!"
musical review last Thursday night was
easily one of the big hits of the evening.
There are verses innumerable, side-splitting,
and full of local hits. Two are enough for
this time—if you like them the ducks will
fly again. Congratulations to Oakland's lead-
ing comedian.)—Editor.

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(Bessie J. Wood)

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Oakland 1209

ALL ABOARD

FOR PORTLAND!

The National Convention of the Business and Professional Women's Clubs convenes in Portland July 9-15 of this year. Dr. Lillian Shields and Bird Wilson will represent us there with Sarah C. Borland and Mae Wilkin serving as alternates. Elizabeth Clow, Fanny J. Long, Dora B. Cooley, Esther Hoerst, and Mesdames Chase and Barn-dollar are planning to go north also during July, some of whom will round out their summer vacation by going on to Alaska before returning home.

WANTED!

A typewriter. Has a member of the club one she will loan to the club room? Greatly needed. Will be greatly appreciated.

"United We Stand, Divided We Fall" is as true of a club as it is of a republic. That one of the finest things about a club like ours is that we are learning to express our individual opinions, even though in a minority, and abide good-naturedly by the rule of the majority.

SPIRELLA CORSETIERES

Mrs. Florence Beaumont.....Pied. 6041-J

Mrs. Valentine Bowne.....Pied. 5220

Mrs. Margaret B. Chase.....Berk. 6025-W

Miss Helene Gamba.....Pied. 3325-W

Members of

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The

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3021 Telegraph Avenue

Telephone Piedmont 865

Oakland, California

Pacific Gas Appliance Co.

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WATER HEATERS

General Gas Appliances

1533 CLAY STREET, Cor. 16th St.

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Phone OAKLAND 2481

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DAHLIAS

From the

Spencer Dahlia Gardens

1324 WEBER ST., ALAMEDA

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COLLECT YOUR BILLS

PAY YOUR BILLS

Let us handle your past due accounts.

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Telephone OAKLAND 278

Advice

In Regard to

Love, Marriage, Divorce

OUR CLUB MEMBER

ELOISE B. CUSHING

Attorney-at-Law

COUCHMAN & PARKER

Printers

1017 FRANKLIN STREET

Oakland, Cal.

HAVE YOU OPENED YOUR ACCOUNT

WITH

THE AMERICAN BANK

COMMERCIAL—SAVINGS

Sixteenth and San Pablo

Oakland, California



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, June 18, 1923

Number Three

"Stand with anybody that stands Right. Stand with him while he is Right, and part with him when he goes wrong.—Lincoln.

FLAG DAY



JUNE 14

A TOAST TO OUR FLAG.

It is your flag and my flag, and oh, how much it holds;
Your land and my land, secure within its folds;
Your heart and my heart beats quicker at the sight,
Sun-kissed and wind-tossed, red, blue and white.
The one flag—the great flag, for me and you—
Glorified all else beside—the red, white and blue.

PRENTICE MULFORD.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

Specializes in

Dainty Curtains—

Upholstered Chairs—

Draperies and Lamps—

These make the Ideal Home
for the Ideal Business Woman.

IMPORTANT BUSINESS MEETING LUNCHEON

Thursday, June, 21

12:15 sharp

Matters of special interest to every
member will be up for discussion.

PLAN TO BE PRESENT

CLEANLINESS

You will do your grocery
man a favor if you suggest
his clerks wear white coats
and aprons. Cleanliness is
a good investment.

Oakland, California
Towel Company

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, Inc.

of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

Subscription Rate \$1.00 per year
Single Copies5c per

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Vice-President.....BIRD M. WILSON
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Program.....DR. MINORA KIBBE
Membership...DR. LUELLA S. SWAUGER
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ANNA C. SIMPSON.....Advertising
DORA B. COOLEY.....Publicity
SARAH C. BORLAND
ESTHER F. HOERST
FLORENCE M. KING
F. HARRIET BAKEWELL

SOME INTERESTING NEW BOOKS

American Individualism—Herbert
Hoover.
Up Stream—Ludwig Lewisohn.
Best Plays of 1921-1922—Burns
Mantle, Ed.
Letters—Walter H. Page.
Moonlight Schools—C. W. Stewart.

Patronize our advertizers and
be one for the next issue of The
HERALD yourself. In fact, can
you afford not to advertise in
your own club paper?

EDITORIAL.

Mr. Chester Rowell, in his
splendid talk before the club
last Thursday, gave us some-
thing to think about when he
defined self government as that
state of mind willing to submit
to the form of government
which the governed have set up
for themselves.

Would that all clubs under-
stood the full meaning of this.
If so there would be no dis-
gruntled members in any or-
ganization when a new set of
officers are installed. All mem-
bers would settle down to the
new regime, no one would feel
slighted, no responsibilities
would be shirked and no one
would remain away from the
regular meetings of the club.

It is so easy to fall into the
habit of remaining away, so
easy to become dissatisfied
with this or that. When this
state of mind possesses one is
it not a good time to attend the
meeting and assist in making
right supposed wrongs. *Where
participation is there lies inter-
est always.*

Now that the summer vaca-
tion is coming on and various
club members will be out of
town an unlimited opportunity
presents itself to erstwhile
members to renew their activi-
ties, to put their ideas into prac-
tice and to help carry the load
—for our club is in need of the
best possible government at all
times.

Bischoff Surgical House

1938 Telegraph Avenue
Tel. Lakeside 1588

Correct fitting of Belts, Corsets,
Trusses, Arches, Braces.

Regular and Graduate Attendants
Come in and see us weave Elastic Garments

SPIRELLA CORSETIERES

Mrs. Florence Beaumont.....Pied. 6041-J
Mrs. Valentine Bowne.....Pied. 5220
Mrs. Margaret B. Chase.....Berk. 6025-W
Miss Helene Gams.....Pied. 3325-W

Members of
BUSINESS AND PROFESSIONAL WOMEN'S CLUB

NOTICE

A few complaints have reached
the HERALD office of the non-receipt
of our new club paper. In justice to
Oakland's over-crowded postoffice.
facilities may we say that in two
instances, at least, it has been found
that members have moved lately
without notifying the house man-
ager of the fact and that Uncle Sam
enforces a strict regulation of for-
warding no second class matter to a
changed address.

Therefore if your residence is not
what it once was when you joined
the club, please ring Oakland 1470
at once and set matters right.

Again, the HERALD is preparing to
issue a club roster before June ex-
pires and the names of all club mem-
bers should be correctly stated there-
on—another good reason for mak-
ing the correction. Esther Hoerst
of the editorial staff has this detail
in charge—ring her, too, at Lakeside
2500.

Pacific Gas Appliance Co.

"HOFFMAN" AUTOMATIC
WATER HEATERS
General Gas Appliances
1533 CLAY STREET, Cor. 16th St.
H. S. Harris, Manager
Phone OAKLAND 2481

CLUB TENANTS

It is not generally known that the
Alameda County Library Association
enjoys their monthly luncheon and
business meeting in the club rooms
every first Wednesday of the month.

The Universalists are scheduled
for every third Friday evening and
the Corner Club convenes here every
Tuesday at 6:30 P. M. for their
weekly dinner and confab.

The Veterans of Foreign Wars—
a jolly bunch—meet for dinner and
play from time to time and like our
rooms right well—so they say—and
intend to come oftener after this.

THE Multigraphing Company

EDNA JONES—DORA B. COOLEY
720 Syndicate Building
Lakeside 373

Multigraphing Addressographing
Mimeographing Mailing

Advice

In Regard to

Love, Marriage, Divorce

OUR CLUB MEMBER

ELOISE B. CUSHING

Attorney-at-Law

GOSSIP.

Was that a faux pas committed by Dr. Aronovici at the club luncheon Thursday? But our gallant president *done noble* in defending herself and her business. But it was spicy for a minute, eh?

* * *

The Festival Association of the Don Peraltas is limiting its membership to men. Who ever heard of a thing succeeding without a woman behind it? We suppose, though there will be no objection to the women working. Then why not representation?

* * *

Be it known that the club still sells candy, the profits from which are applied to refurbishing, etc. Price, \$1.30 per can.

* * *

Have you seen the tentative plans for our new building? It will certainly be a feather in our cap if we can erect a building this year. Let's go!

* * *

A business man states when discussing business women, "At present, the only two faults I can find are not real faults, but flaws: there are not enough women in business, and those that are in do not fight the men hard enough."

* * *

—it is not too late to make arrangements to attend the Portland Convention July 9-16. A wonderful trip, a wonderful time, a wonderful rest!

* * *

Keep the files of your HERALDS—you won't be sorry some time.

WHITE & POLLARD

INVESTMENTS, LOANS,
INSURANCE

1300 Webster St. Lake. 2700

IMPORTANT ANNOUNCEMENT

The club rooms will be closed from Friday, June 22, to Wednesday June 22, to Wednesday June 26—a period of six days—to permit of the refurbishing of our chairs, tables, etc., and the installation of necessary kitchen apparatus.

When they are opened again, a campaign will be on to inform the general public that dainty and wholesome luncheons are obtainable here from 11:30 to 2:30 P. M. daily.

And what about the club members themselves? 1741 Broadway is only a stone's throw from the very heart of town—accessible from each one's office. And if we ourselves, do not patronize our own luncheons, how can we expect outsiders to do so.

Glad to see Mrs. Gussie Myers with us again.

Simpson Collection Service

Will handle your past due accounts
COLLECT YOUR BILLS
PAY YOUR BILLS

Telephone OAKLAND 278

The Drake Catering Co.

3021 Telegraph Avenue
Telephone Piedmont 865
Oakland, California

The record you wish is
probably here

STYLES MUSIC
HOUSE
Incorporated

381 Twelfth St. - Oakland

This Space by Courtesy of the

Polytechnic Engineering School

Office 1310 Madison, Lksde. 2500
Shop 1314 Madison, Lksde. 4465
OAKLAND, CALIFORNIA

WE'RE GROWING!

Charles Smith of Smith Bros. book store was the first business man to recognize the worth of the HERALD for upon seeing a copy of the first issue immediately sent in a dollar for a year's subscription, saying he was glad to see the business women of Oakland supporting a paper of their own and that he wished to keep in touch with their activities.

Who will be next, Mr. Business Man?

Likewise Dr. Minora Kibbe subscribed for an extra copy for a year so that those in her waiting room might learn what Oakland business women are doing.

Will our remaining lady doctors step right up?

And the Oakland Tribune recently acknowledged the HERALD's debut.

Ring our advertising manager, Oakland 278, and arrange for a snappy ad.

—there are three kinds of women, classified according to the way they play the game of life. The first group play with careless abandon, the second with consideration for the audience and the third with a fair and square desire to help others.

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DAHLIA GARDENS

1324 Weber St., Alameda
Phone Alameda 2439

COSMETIC SALON

APPROVED MARINELLO SHOP

GUSSIE MEYER Manager
Club Member

382 NINETEENTH STREET
Telephone OAKLAND 5386

MYRTIE H. COBB

of
Durant Corporation
SELLS

DURANT SECURITIES

Office 12th and Webster Streets
Telephone LAKESIDE 1170

Mrs. Daisy L. Short
INSURANCE ADVISER
THE EQUITABLE LIFE
 Assurance Society of the United States
 EASTON BUILDING
 Telephone Lakeside 927

MAIDEN, RITTIGSTEIN & CO.

Business Property
 Specialists

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420 15th Street Lakeside 4300

Tel. Oakland 213

Flowers

W. I. Macdonald's

1731 Broadway

Opp. Fox Theatre Oakland

ANNOUNCEMENT.

Miss Z. W. Potter announces the third season of her *Summer Coaching School* to begin Monday, June 18 in the Wiley B. Allen Bldg., 1323 Washington Street. Students will receive intensive drill in fundamentals and in the six weeks session it is possible to make considerable progress. Both elementary and high school students may enroll. Information may be secured from Miss Potter at her office, Lakeside 6700, or the studio, Lakeside 1740.

Best wishes for success
 to the

Business Women's Herald
**WESTERN CASKET
 COMPANY**

320 Tenth Street, Oakland

DO YOU KNOW THAT

The first one who criticizes the editors gets their job.

* * *

Life is full of ups and
 downs—keeping expenses
 down and appearances up.

* * *

Our Mabel M. Sawyer has been president of the Oakland Pharmaceutical Association for three years, and third vice-president of the State association, which office was created for her. That she is the first woman who has held an office in the State association.

* * *

Mary Barnby, our county librarian, reports a splendid convention at Yosemite of the State librarians held last week.

* * *

Those beautiful house dresses donated by the H. C. Capwell Company were one of the most attractive features of our Better Homes Week display.

* * *

Freda Smith, of Edwards' Jewelry Store goes to Salem, Oregon, for her vacation, and hopes to take a run over to Portland for a "look-in" on the Convention.

* * *

Mrs. M. B. Guber also is planning to go north and will sit with our regular delegates in the Convention.

* * *

Dr. Lillian Shields goes to Ranier National Park for an outing this summer and hopes to see what the Convention is doing before she returns.

6% and SAFETY

Save something regularly in an old established institution where your money is safe.

**Alameda County
 Loan Association**

Since 1875.

563 Sixteenth Street, Oakland

Miss H. L. Kruger, Secretary

WHY GROW OLD?

M. A. Bloedel Frye

Will Help KEEP YOU YOUNG

Telephone LAKESIDE 7664

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**Ruptured or Veins
 in Leg?**

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Bessie Wood Gustason

(Bessie J. Wood)

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Soft, glossy hair is always the result of a Diehl's Shampoo because we use only pure soft water **DISTILLED IN OUR OWN PLANT.** Our method is thorough.

469 14th St. Opp. City Hall Plaza

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE



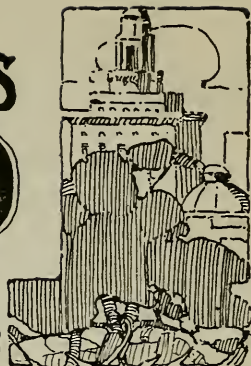
Telephone Lakeside 1341

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OAKLAND

CALIFORNIA

Volume One

Oakland, California, June 25, 1923

Number Four

It is worth a thousand pounds a year to have the habit of looking
on the bright side of things.—*Dr. Johnson.*

LUNCHEON

Thursday, June 28, 12:15 sharp

SPEAKER

MISS ALICE M. JONES

Principal School No. 120, New York City

INTERNATIONALLY KNOWN

Candidate for Presidency of the N. E. A. convening
in Oakland in July

Phone Reservations

Plates 60 Cents

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

Specializes in

Dainty Curtains—

Upholstered Chairs—

Draperies and Lamps—

These make the Ideal Home
for the Ideal Business Woman.

PATRIOTIC MEETING

LUNCHEON

Thursday, July 5, 1923

12:15 sharp

Timely Addresses, Music, Etc.

KEEP UP YOUR PATRIOTISM AND
ATTEND THIS MEETING.

CLEANLINESS

You will do your grocery
man a favor if you suggest
his clerks wear white coats
and aprons. Cleanliness is
a good investment.

**Oakland, California
Towel Company**

28th and Filbert Sts.

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SARAH C. BORLAND.....Counselor
ESTHER F. HOERST.....Reporter
FLORENCE M. KING.....Club Notes
F. HARRIET BAKEWELL.....Juniors

EDITORIAL

The Business Women's HER-
ALD gives hearty greeting to the
N. E. A. It is said "a home is
honored by the guests who fre-
quent it": in a larger way a city
is likewise honored, and we
shall be greatly enriched by this
contact with some of the
greatest educators in the world.

We urge our members to
avail themselves of this privi-
lege; new avenues of thought
will be opened up and our hori-
zons broadened; business, as
well as professional women,
can gain much from the ad-
dresses and discussions.

Our program committee pro-
mises that we shall meet some
of these visitors in a more inti-
mate way at our luncheon.

It is hoped many of the
members will be able to attend
the reception to be held in the
Hotel Oakland on Thursday
afternoon during convention
week.

Again we say, WELCOME!

S. B.

Simpson Collection Service

Will handle your past due accounts
COLLECT YOUR BILLS
PAY YOUR BILLS
Telephone OAKLAND 278

JEAN O. JOHNSON

412 First National Bank Building, Oakland
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Since 1875.

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Miss H. L. Kruger, Secretary

SPENCER

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1324 Weber St., Alameda

Phone Alameda 2439

NOTICE.

The next issue of the HER-
ALD will be the roster edition.
Will your name be there? Yes,
if your dues are paid up, and
you have notified the House
Manager of your new address.
Use the phone NOW if this im-
portant information is not at
headquarters.

The roster number of the
HERALD will be a valuable one.
Only five hundred copies will be
issued. Secure your extra copie-
at the club rooms when you
lunch. Of course you know the
HERALDS are on sale at the
club rooms. Our third issue
went like hot cakes last Thurs-
day. Cheap enough at 5 cents
per copy.

Mrs. Daisie L. Short

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THE EQUITABLE LIFE
Assurance Society of the United
States

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Telephone Lakeside 927

Bischoff Surgical House

1938 Telegraph Avenue
Tel. Lakeside 1588

Correct fitting of Belts, Corsets,
Trusses, Arches, Braces.

Regular and Graduate Attendants
Come in and see us weave Elastic Garments

GLAD HEARTS

The roses will bloom on the
cheeks of two kiddies who will
get a pleasant outing in the
high Sierras at the Recreation
Camp this summer, due to the
generous response of club mem-
bers at last Thursday's lunch-
eon when the hat was passed
'round.

SPIRELLA CORSETTIERS

Mrs. Florence Beaumont.....Pied. 6041-J
Mrs. Valentine Bowne.....Pied. 5220
Mrs. Margaret B. Chase.....Berk. 6025-W
Miss Helene Gams.....Pied. 3325-W

Members of
BUSINESS AND PROFESSIONAL WOMEN'S CLUB

The Copper Shop

Copper - Antique - Furniture
Baskets - Pottery and Cards
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632 Fourteenth Street

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Mrs. B. G. Whitaker Mrs. J. G. Bragdon

C. ELIZABETH CASEY

Registrar

Heald's Business College

16th and San Pablo, Oakland

Telephone Oakland 201

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Business Property
Specialists

Real Estate and Insurance

420 15th Street

Lakeside 4300

Tel. Oakland 213

Flowers

W. I. Macdonald's

1731 Broadway

Opp. Fox Theatre

Oakland

HAVE YOU NOTICED!

The Elks' Club have purchased property on Broadway; the Athenian-Nile Club have property on 12th street.

WE

The Business and Professional Women's Club have property at 1550 Webster Street.

Follows a list of club members who have subscribed and to whom stock has been issued:

Helen S. Artieda, Gladys H. Bardollar, Helen N. Bergsma, Sarah C. Borland, Dr. Alice Bush, Alice T. Burnell, Mary Barmby, Alice F. Barker, Jean D. Baird, Mrs. J. G. Bragdon, Sue M. Bradley, Alice M. Brookman, Mrs. D. L. Bunnell, A. E. Brazill Dora B. Cooley, Elizabeth Clow, Mrs. D. T. Curtis, S. M. Chalmers, Ellen G. Dockery, Isabel W. Dingwall, Ora Egan, Victoria Escoffier, Bessie Wood Gustason, Mrs. M. B. Guber, Mrs. M. B. Graham, Katherine E. Gartner, Mrs. H. S. Harris, Esther Hoerst, A. E. Hennings, Anna Ihrig, Mrs. A. M.

Jessen, Florence M. King, H. L. Kruger, Carrie A. Hall, Georgia M. Malden, Marie Moschenros, Dr. Pauline Nusbaumer, Zannette W. Potter, Laura P. Pinkston, L. B. Rollar, Charlotte P. MacLafferty, Dr. Lillian Shields, Dr. Clair Stockton, Dr. Luella S. Swauger, Emma S. Shertzer, Anna C. Simpson, Edna M. F. Spencer, Eva K. Stromberg, May H. Schuler, Florence Everett, Louise Schmidt, Ella Saylor, Mable E. Kuss, Bird M. Wilson, Mae B. Wilkin, Mrs. B. C. Whitaker, Margaret Walker, Emma A. Williams, Marion A. Thomas.

Recent Subscribers:

Ann T. Ryan, Louise H. Sund, Freda Smith, Mary I. Hall, N. A. Shade, Devota Fisher, Elizabeth Perry, Avis M. Stahl, Edith M. Bakewell, Engs & Morgan, Agnes Poldsorfer, Eunice G. Prichard, F. Mays Cohan, Valentine Bowne, Annie H. Magill, Albina T. Cronan, Mable Little, Anna H. Hynes, Maud Mitchell, Grace Pomeroy.

MORE FELICITATIONS.

Thanks to AD LIB for "them kind words" about the HERALD. May we continue to be worthy. Glad to place AD LIB on our exchange list.

By the way, the SATURDAY PRESS was among the very first to extend greetings to the HERALD. Many thanks.

And the PIEDMONT NEWS took kindly notice of us, too, for which we are most grateful

Among the members, Florence G. Langdon of the VEDREMO GOAT DAIRY, writes: "Accept year's subscription to the HERALD. Long may it prosper!"

CLUB GOSSIP.

That's the way to do it, ladies; Miss Hoerst brought two gentleman guests to luncheon last week. Come again, Esther. By the way did you see Esther in the OH OAKLAND review? None better.

Hark! wedding bells are ringing! Mrs. Eva H. Wilkie, that was, has taken for life partner her business partner, E. D. Meissner. Congratulations to Mr. and Mrs. Edgar Dwain Meissner of 19 Grand Ave.

Miss Dora Cooley left town last week under rather suspicious circumstances. Her friends are wondering if she has eloped, hey?

Miss Mabel Kuss has arranged to go to Alaska. Likewise Sue Bradley join the Portland delegation and will be expected to take the Alaskan trip.

Mrs. Isabelle Dingwall is on her way east for an extended trip, and Mrs. Carrie Hall is back from Yosemite looking handsomer than ever.

Our President, Bessie Wood Gustason, is to represent us at the State Federation of Business Women at San Diego next week.

Advice

In Regard to

Love, Marriage, Divorce

OUR CLUB MEMBER

ELOISE B. CUSHING

Attorney-at-Law

SUPERFLUOUS HAIR

Investigate its PERMANENT removal by KI-KO. A scientific and painless method which will not injure the most sensitive skin. We do not use electricity nor depilatories but we do give SATISFACTORY RESULTS.

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Lakeside 3770

F. Mrya Cohan, Mgr.

5844 College Ave.

Piedmont 8765

Vera Marquardt, Mgr.



A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

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M. A. Bloedel Frye

Will Help KEEP YOU YOUNG

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Ruptured or Veins
in Leg?

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DICKSON-BULL CO.

Ph. L. 7392. 22d & Tel. Av.

Manufacturers and Fitters

Artificial Limbs, Braces

Arch Plates



WHITE & POLLARD

INVESTMENTS, LOANS,
INSURANCE

1300 Webster St. Lake. 2700

Buying, Selling or Exchanging
REAL ESTATE
Have it appraised
**REALTY APPRAISING
ASSOCIATION**
704 American Bank Building
Oakland 1209

THE
Multigraphing Company
EDNA JONES—DORA B. COOLEY
720 Syndicate Building
Lakeside 373

Multigraphing Addressographing
Mimeographing Mailing

DIEHL'S for a good shampoo
Soft, glossy hair is always the result of a Diehl's Shampoo because we use only pure soft water DISTILLED IN OUR OWN PLANT. Our method is thorough.
469 14th St. Opp. City Hall Plaza

**EAST BAY
CLERICAL BUREAU**
Male and Female Office Help
Furnished
Federal Realty Building
Oakland 247
G. M. TILTON

This Space by Courtesy of the
**Polytechnic
Engineering School**
Office 1310 Madison, Lksde. 2500
Shop 1314 Madison, Lksde. 4465
OAKLAND, CALIFORNIA

Patronize our advertizers and be one for the next issue of The HERALD yourself. In fact, can you afford not to advertise in your own club paper?



Telephone Lakeside 1341

COUCHMAN & PARKER
Printers
1017 FRANKLIN STREET
Oakland, Cal.

DO YOU KNOW THAT

—opportunity is waiting for you to knock?

* * *

—it's never too late to make an early start to do better?

* * *

—this is a world of extremes; you must be either on your toes or on your back?

* * *

—after all, old customers are new customers who have been rightly treated?

* * *

—one must not worry about his station in life for someone will tell him where to get off?

* * *

—a man looks into a woman's eyes, and a woman looks into a man's eyes and they fall in love blindly, a man looks at a man and a woman looks at a woman with eyes wide open—the woman who has the love of another woman is the one who is worthy of it?

* * *

—the following could not possibly refer to any member of the Oakland B. P. W. C.:

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—lady plaintiff: "It was the thumb I kept my husband under." Some thumb!

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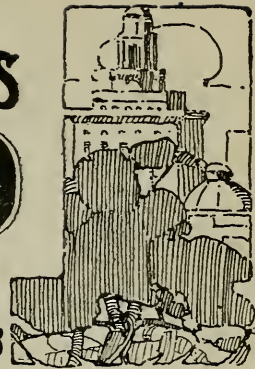
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, July 2, 1923

Number Five

"LIBERTY is the highest degree of individual action, consistent with public welfare and the rights of others."—Judge W. H. McHenry, Iowa.

LUNCHEON

Thursday, July 5, 1923, 12:15 p. m.

SPEAKERS

DR. CHARLES HUBBARD JUDD

Dean of Education, Chicago University

DR. GEORGE B. STRAYER

School of Administration, Columbia University

Music—IDA WALKER PARSONS, mezzo soprano

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(No data regarding speaker for Thursday, July 12, has yet been submitted by program committee.)

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Official publication of the
BUSINESS AND PROFESSIONAL
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of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

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dren.
Wells—Men Like Gods.

TO WHOM IT CONCERNS.

The BUSINESS WOMEN'S HERALD is now a month old—and a
lusty youth it is—four issues have gone out in as many weeks to
SERVE the members of the BUSINESS AND PROFESSIONAL
WOMEN'S CLUB of Oakland and to ENLIGHTEN the general
public as to the activities and membership of one of the largest
women's organizations in this vicinity. Further, the HERALD has
already established itself as a live and worth-while advertising
medium—it's popularity along this line having far exceeded the
editors' most sanguine expectations. Concerns and business men
about town, who have a keen sense of values always, have taken out
yearly subscriptions without solicitation and variously have expressed
words of greeting and commendation to the HERALD.

So far, well and good, but in these practical days one has the right
to ask: *Is it paying?* which means *financially*, of course. The
HERALD is glad to answer: "ABSOLUTELY, YES." Formerly the
issuing of weekly letters to the members cost the club something
over fifty dollars a month. Now that expense has been wiped away
and a very neat margin above all expenses is being realized. This
surplus—every cent of it—will be invested in stock for the club's
new home located at 1550 Webster St., Oakland.

In this reckoning no mention is made of the volunteer service ren-
dered by the editorial staff—all busy women—but willing to contribute,
for a limited period, of their time and various talents in order that
their club may enjoy an enlarged expression and take its rightful
place among the service clubs of the city.

THE CLUB ROSTER.

It is the HERALD's pleasure at this time to run the roster of the
members of the BUSINESS AND PROFESSIONAL WOMEN'S
CLUB of Oakland. This will render a service far reaching in its
effect. For the first time in club history each member will be
introduced somewhat formerly to her neighbors and friends in the
community and even outsiders—scores of them—will learn of the
club's personnel and separate businesses for the first time. *A roster
is a good and safe investment always.*

Please be lenient with the HERALD if mistakes and omissions are
found therein. With so long a list of names errors are likely to occur.

Extra copies of the HERALD will be on sale at the club rooms dur-
ing the next two weeks. Members who value valuable data will no
doubt be early and eager buyers. Only *five cents* per copy!

It is planned also to send a hundred or more copies of the HERALD
along with our delegation to Portland. These will be distributed
freely among business women from all parts of the United States.

No one can fully estimate the returns we may receive from doing
this—let's wait and see what comes of casting the HERALD out upon
the sea of a big convention made up of keen, capable business women.

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Artieda, Mrs. Helen S. 217 Dalziel Bldg. Ex. Sec. Pub. Wel. League.Oak. 2836	Christen, Agnes R.....1759 7th St. Realtor.....Lks. 286	Guber, Mrs. M. B.2419 Telegraph Millinery.....Oak. 4619
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Bakewell, Edith M.....320 10th St. Cash. West. Casket Co.....Oak. 1181	Clow, Elizabeth K.....1st N. Bk. Bldg. V.-P. Weil & Clow Co.....Oak. 1050	Hagman, Alice M.....1742 Third Ave. Mgr. Kod. Fin. Dept., Bowman M.773
Barber, Dr. Edna.....1st Nat. Bank Bldg. Physician & Surgeon.....Oak. 6016	Cobb, Myrtle H.....12th & Webster Mgr. Women's Dpt. Durant Lks. 1170	Hassard, Mrs. P. A.....4031 Piedmont Florist.....Pied. 2627
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Barmby, Mary.....Hall of Records Librarian, Co. Lib.....Oak. 847	Cole, Emma S.....Hotel Oaks Modiste.....Lks. 792	Halbert, Jane C.....350 29th St. Bacteriologist, Dr. McClurg.Oak. 166
Barn-dollar, Gladys H.....329 13th St. Multigraph Let. Co.....Oak. 3718	Cooley, Dora B.....704 Easton Bldg. Shorthand Reporter.....Oak. 7280	Hall, Mrs. Carrie E.....976 28th St. Sec. Oak-Cal. Towel Co.....Oak. 883
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Beaumont, Mrs. Florence.397 61st St. Spirella Corset Co.....Pied. 6041-J	Dingwall, Mrs. Isabel Wrigley.116 Lake Corsetiere.....Lks. 3970	Hawes, Harriet E.....Oak School Dept. Supervisor of Attendance.Lks. 4290
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Bowne, Mrs. Valentine.....1088 63rd St. Mgr. Spirella Corset Co.Pied. 5220	Duffield, Mrs. H. M.....609 Am. Bk. Bg. Nurse, C. Robinson, M.D.....Oak. 2430	Hyman, Hazel.....1538 Broadway Women's Wear.....Oak. 2566
Bradley, Anita E.....1528 Franklin St. Sec. H. W. McIntier Co.....Oak. 2412	Dutton, May L., M. D.....1438 Madison Physician & Surgeon.....Oak. 8783	Hynes, Anne M.....2337 Broadway Bookkeeper Wright Burris.Oak. 2144
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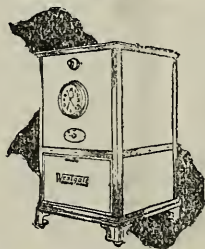
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Place your Entire Dinner in a
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CABINET—Set the clock, when you get home at
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Buy your next truss, elastic
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WIN A PRIZE!

Here's something that might bring you fame,
Just try it—we know you are game;
And if you succeed
We all have agreed
To publish and HERALD your name.

In other words write the best original limerick you can about yourself or other club member, send it in to the LIMERICK EDITOR, care Business Womens HERALD, 1741 Broadway, and receive a prize. Ye editors in solemn conclave will decide which is *best*, *second* and *third* best. Three others will receive honorable mention and rights reserved to publish any or all in the HERALD. No one may submit more than two nor receive more than one prize.

Here's one Woodrow Wilson wrote about himself:

"For beauty I am not a star,
There are others more handsome by far,
But my face I don't mind it
For I am behind it
'Tis the folks in front that I jar."

The Club regrets Miss Ihrig's decision to withdraw from the business world for a little time, having sold her Art Needle Works on San Pablo Avenue.

Congratulations to the Gift Shop in its new location, 117 Fifteenth Street, Lillian Blake, Proprietor.



Telephone Lakeside 1341

COUCHMAN & PARKER

Printers

1017 FRANKLIN STREET

Oakland, Cal.

AND STILL THEY COME!

Harry R. Schroeter is the second nice business man who realizes the worth of the HERALD as an advertising medium and sends in for a year's subscription with his compliments and best wishes for the success of our little club paper.

Dr. Shields is our second lady doctor who followed suit and wishes an extra copy of the HERALD for her office table. Who's next?

We knew our Doctors would step along—here's Dr. Shields sending in for a year's HERALDS for her office, We're growing.

And that was nice of Harry R. Schroeter to send along with his subscription a lovely letter wishing the HERALD unbounded success, etc. and then his card is in this roster number, too. Business men, more and more, are realizing the worth of the HERALD's columns. Thanks, Mr. Schroeter.

Emily G. Palmer, of the Bureau of Research of the Univ. of Cal. refers to the HERALD as a "peppy publication" in a letter to the editor. Such letters keep us going.

The Milk that gives you "Pep"
Easily Digested
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Registered and Graduate Attendants
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OAKLAND, CALIFORNIA



CLUB HISTORY.

Following Mrs. Alice T. Burnell, came Miss Bessie J. Wood who served as the second president of the Business and Professional Women's Club of Oakland during the years 1918-1919. These were strenuous times for us all—the critical period of the war. Our club shared every activity in which the women of Oakland were engaged, and necessarily the identity of the club was lost somewhat in Liberty drives, sewing circles, clerical work, entertainment, parades, receptioning, etc., that occupied the loyal ones who remained at home and "kept the home fires burning". It will be recalled that noted women speakers were featured at that time under the direction of the club, notably, Mrs. Robson of Washington, and the only woman sergeant in the Serbian army.

Mrs. Nellie Drake and Mrs. Sylvia Sternberg served as vice-president and secretary respectively, with Mesdames Rollar, Whitaker, Fanning, Sweet and Dr. Clement on the board.

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AMONG OURSELVES

Now isn't this interesting and generous of Etta B. Nelson of the BOUSSUM photograph gallery, located at 1444 San Pablo, to give a free sitting to any club member whose likeness we might wish to see in the *HERALD* at any time? Our President promised to step right up and be first and so you see a striking likeness of *Bessie* in this issue. Who will be next? Please don't all go at the same time. You know the weakness of cameras!

Goodness sakes, even Club Rooms take vacations these days. Ours has just returned from somewhere after a six days' absence looking so fresh and bright and jolly, hey? New chairs, new fixings in the kitchen, new steam tables and furbelows galore—and now offers the daintiest, hottest luncheons in Oakland town. Yes, the club members do appreciate the refurbishings 'n everything, for they are promising themselves and each other *they will come every day to lunch* and tell all their business friends about it, too. In this way, and this only, will our culinary department pay, and be a joy for ever 'n ever.

Friends, Romans, and Fellow Club Members, lend us your ears,—these are in-between times, lean and all that, and the next installment on our dues is not collectable until September 1; so lend a hand if you can by sending in your club dues a little earlier than usual. We need the money. Nuf ced.

An urgent appeal is sent out from the reception headquarters of the N. E. A. for automobiles. As we are to entertain professional women for the most part during the coming week it will be most becoming and necessary that we business and professional women do our utmost to assist by lending our machines and there are scores of them in the club. The president has loaned hers for a week and has delegated Miss Potter to distribute cards which will indicate the time and number of days each car will be available. Ring Lakeside 6700 if you will be a kindly hostess to the strangers within our gates.

NOW IS THE TIME

Money invested during first TEN days of July earns interest from July 1

WE PAY 6%

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(Bessie J. Wood)

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, July 9, 1923

Number Six

"Among Americans education is not only a discipline, a training; it is also a symbol. It means living an ampler life in a larger world."—Hamilton Mabie.

LUNCHEON

Thursday, July 12, 1923, 12:15 p. m.

SPEAKER

Will be a noted one—be assured of that—in keeping with the excellent ones we have been enjoying lately. The program committee is unable to announce the name as the HERALD goes to press.

Be Prompt.

Plates 60 Cents.

Things that make your home
attractive and comfortable

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520 THIRTEENTH STREET
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Auditorium Theater
STARTING JULY 23rd
Eastbay Opera Assn.

Mabel Riegelman
in

"Naughty Marietta"

By Victor Herbert

SEASON TICKETS NOW
Ten \$1.50 Tickets, \$12.50
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Hotel Athens

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the value of CLEANLINESS for
the public is keen to appreciate it.

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BUSINESS WOMENS HERALD

Official publication of the
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WOMEN'S CLUB, Inc.

of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
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Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

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ESTHER F. HOERST.....Reporter
FLORENCE M. KING.....Club Notes
F. HARRIET BAKEWELL.....Juniors



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Oakland, Cal.

"THE CALL OF THE WILD"—Vacationing.

"I'm tired of four walls and a ceiling.
I have need of the sky.
I have business with the grass.
I will up and get me away
Where the hawk its lone way is sailing.
And the drifting clouds pass by."

—Break away, climb the hills, burrow in the sand. Leave the city a blur behind. Roll among the lupine on poppy-covered slopes, catch the earth's fragrant breath. Wander away among rhododendron and azaleas and taste the freedom of the mountaineer. The winds from the sea and hills will blow their own freshness into you and if you are lucky enough to find a storm catch up a double measure of its energy. Dream and vision throughout all those "daisy, hazy, lazy days," and then when you have come to your new self again and feel you must go back to the tasks, just stay on and have another three days "knee deep in June."

THIS IS THE GREETING which our delegates took to Portland on 500 diminutive phonograph records:

"From sunny California, the land of opportunity, I come to greet you, and invite you. Four hundred thousand happy people living on the poppy dotted slopes above a bay that rivals Naples, wish you to share with them their pleasures and prosperity. The whirling wheels of a thousand industries are turning today in Oakland creating a future for you. The sun-kissed fruits of two great valleys and the mineral wealth of half a continent are pausing to share their riches as they pass through Oakland's factories, warehouses and docks. You will enjoy life with us by the Golden Gate where flowers bloom twelve months in the year. The complete story is yours for the asking. Write the Oakland Chamber of Commerce."

E. L. ORMSBY CO.

Ladies' Cloaks
and Suits

469 THIRTEENTH STREET
Phone Lakeside 4700

Come now ladies, did you notice that a prize was offered in the Roster Edition last week for the best LIMERICK about yourself or your best friend? Take up your scratch pad, give way to the muse and let us see the result.

IT IS STILL TIME

Money invested during first
TEN days of July earns
interest from July 1

WE PAY 6%

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THEY'RE OFF TO PORTLAND!

A goodly representation from our Club will be in attendance upon the national convention of Business and Professional Women's Club convening in Portland, July 9 to 15 inclusive.

A vanguard consisting of Dr. Lillian Shields, her daughter, and Miss Esther Hoerst left Monday by machine to be followed by the main delegation that leaves the Mole on the Oregonian next Friday night. These latter include Mrs. S. C. Borland, who with the doctor constitute the Club's delegates, Mrs. Gladys Barndollar, Mae Wilkin, Elizabeth Clow, Fanny Long and Freda Smith. Mrs. Margaret Chase goes by boat and Dr. Kibbe leaves Saturday with her family and will proceed more leisurely than the rest driving up the coast and stopping at points of interest. Miss Hazel Kuss goes not only to Alaska on her trip but will proceed some 300 miles into Siberia thru Behring Sea on to the Arctic Circle expecting to be gone three months or more.

And what will they bring back to us "stay-at-homes"? Undoubtedly they will return refreshed, rested, full of zest and enthusiasm about the wonders and possibilities of the great Northwest and inevitably we are bound to catch some of that spirit. Perhaps they will for the nonce have us forget the petty cares and perplexities of our little narrow lives and realize how useless it is to take ourselves and our business so seriously. We may from our delegates' reports catch a bigger vision of our work and our future. Would that we all could have gone, but that not being possible let us get something worth while from each one of them when they return to us.

Good luck and a safe return—our best wishes are with you!

The San Jose delegates joined ours in their northern trip and had with them 3000 stuffed prunes from the Garden City in the beautiful Santa Clara Valley. That's good advertising, eh? What did ours take? Well, it was something, anyway, owing to the vision and co-operation of such men as V. O. Lawrence and Al Lavenson of our city. Our ladies were given 500 phonograph records which extend greetings from Oakland, California in the form of a boost speech, setting forth in glowing terms the high water marks of Oakland's assets, progress and possibilities.



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Skirts Pleated
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Finished Ready to Wear

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AMONG OURSELVES

Our secretary, Miss Ellen Smith, is at Fabiola. May her recovery be rapid and complete.

* * *

Mrs. Bessie Wood Gustason is back from the state convention held in San Diego last week and reports a good time. She, with Miss Josephine Endert of San Jose, were elected to membership on the board of the State Federation of Business and Professional Women's Clubs.

* * *

We are glad to see Mrs. J. E. Reid back again after her Southern California trip.

* * *

That was Georgia Maiden who gave us a dozen or more bud vases the other day and it is she also who was responsible for our beautiful table decorations upon the occasion of our two recent big meetings. We are also indebted to Mrs. C. E. Wilson for donations from her exquisite flower garden.

* * *

Miss Olive M. Jones who was our main speaker last week was honored at the N. E. A. by being elected President of that august body for the ensuing year. Congratulations and good luck, Miss Jones.

* * *

That little hint about the desirability of some of us paying our dues in advance has certainly brought results. It even awakened some whose dues were delinquent. Who says the HERALD does not bring results. Try it for yourself.

* * *

We had a good audience at the Auditorium last Friday evening, when we joined with the Oakland League of Women Voters in sponsoring Senator James E. Reed of Missouri, the leader of the "Irreconcilables" in Congress. Were we proud of our "chairwomen", Bird M. Wilson and Dr. Minora E. Kibbe? Chorus: "ABSOLUTELY".

Continued on page four.

A DELICIOUS DESSERT

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If you have property not producing
proper income, see

WHITE & POLLARD
INVESTMENTS, LOANS,
INSURANCE
1300 Webster St. Lake. 2700

AMONG OURSELVES

Concluded from page three.

What wonderful programs we've been having lately! Thanks to our program committee.

Thursday we were fortunate in having one of the biggest men who has come West with the N. E. A. His talk was inspiring and to the point—every word of it. His "slam" at California's retrenchment of public school funds was loudly applauded. There is only one criteria for us to follow, he says, and that is to exalt the type of patriotism that the most intelligent citizens of America want. In outlining the growth and needs of schools in America the good Doctor stressed more space for our children to breathe and live and play in for we must make good the promise of democracy which is as Lincoln wisely said: "May I express a hope that the time will come in this country when every boy and every girl may be guaranteed an equal start and a fair chance."

* * *

Where is the public auto park the City Fathers promised us? Do we have to wait until some one running a private auto park passes on? Why the Oakland people do not rise up and demand a cross-town car line between 14th Street in Oakland and Ashby Ave. in Berkeley is a mystery to us. The "Toonerville Trolley" at 40th and Alcatraz with its twenty-minute service by day and its forty-minute service by night would be lovely for Milpitas or Mount Eden but entirely inadequate for Oakland and to go around via Sacramento when we wish to pass from Grove St. to Telegraph seems medieval, somehow. But perhaps when we get the harbor 'n everything these other little things will be straightened out, but like Jim Reed, most of us are from K. C. Misoo.

* * *

Undoubtedly there is some disappointment in the omission of a number of names in the roster as published last week in the HERALD. Again the editors wish to make it very clear that they have proceeded according to advise and instruction from the president and officers of the club. Our constitution and by-laws shall be adhered to in this regard, namely, *No one whose dues are in arrears shall appear upon the roster of the club nor shall a HERALD be mailed to her. All must be treated fairly in this regard and there can be no exceptions. Otherwise the proper amendments must be made to our governing code.*

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Business and Professional Women

See Me for the Best
Small Investment

BIG INTEREST

Pays us to live whether we are able to
work or not.

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Bell, JessieGrand Ave.
Ladies' Apparel



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, July 16, 1923

Number Seven

No strong character can be developed unless emphasis be laid upon the thought of personal responsibility.—*Marion D. Shutter.*

LUNCHEON

Thursday, July 19, 1923, 12:15 p. m.

Speaker—MR. J. D. ALLEN

Director of advertising of the Sunset Press, San Francisco. An authority on organization and community development work, having formerly been the director of the coast division of the American City Bureau. Mr. Allen believes in personalized, rather than standardized salesmanship and speaks from a broad view of business conditions and understanding of markets—all the things that make up our commercial world today.

Please be on time—gavel falls at 12:15.

PLATES 60 CENTS.

Music—MR. QUINTO MAGANINI

Flutist with the New York Symphony Orchestra will play, accompanied by MRS. NADINE SHEPARD. *Don't miss this musical treat.*

Things that make your home
attractive and comfortable

**Curtains
and Draperies
Upholstered
Furniture
Lamps and Shades**

*Ready Made
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Oakland, California

Auditorium Theater
STARTING JULY 23rd
Eastbay Opera Assn.

Mabel Riegelman
in

"Naughty Marietta"

By Victor Herbert

SEASON TICKETS NOW

Ten \$1.50 Tickets, \$12.50

HELENA M. GAMBLE, *Sect'y*
Hotel Athens

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the value of CLEANLINESS for
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Phone Oakland 3718

The HERALD's representatives in attendance upon the
Portland convention proved themselves prime reporters
by sending the following telegram to my editor. Here's
the news in a nutshell:

Portland, Oregon, July 9, 1923.
Miss Zannette Potter,
Editor B. P. W. C. Herald.

Fine program—large attendance—
Maine to California—Oakland eight—
San Jose two—Berkeley five—San Fran-
cisco four—California guests three—Dr.
Shields appointed chairman resolutions
committee—California delegates hon-
ored Monday luncheon—Secretary re-
ports one hundred fifty new clubs this
year—total four forty eight—Portland's
hospitality perfect—President's address
inspiring.

Mrs. S. Borland,
Esther F. Hoerst.

Step Up for Your Prizes.

Mrs. Florence Langdon of the
Vedremo Goat Dairy is entitled to
first prize. Read her limerick on
the Goat. Mrs. Ada Angel wins
second prize on one about *Our Club*
and Mrs. "Incog", submits one on
Club Scandal (how shocking!) and
will carry off third prize. Then an
honorable mention goes also to Mrs.
Angel, with another about the
HERALD. These prizes will be
awarded at Thursday's luncheon.
Be there to see the fun.

THE GOAT.

The GOAT is no longer a jest,
Her fame with the future can rest.
Good M. D's. agree—
Tho why, they can't see—
Her milk is for all, always best.

OUR CLUB.

Come up to our club for a treat,
You'll find things there very neat.
If you're thin, or you're fat,
Don't worry 'bout that
"Come up and have something to eat."

CLUB SCANDAL.

If you wish to hear gossip, just hark,
For here's something the Club should keep
dark
Florence King has a son—
A most honorable one,
But his skins just as black as this mark!

OUR PAPER.

Now just one word more for THE HERALD
Tho your patience I fear is imperiled
What can we say
If we think hard all day
But three cheers and hurra for THE HERALD.

Our President Honored.

Bessie Wood Gustason has been
appointed a member of the Execu-
tive Board of the new Safety Coun-
cil of Oakland. Good for Bessie
and our club, eh?

E. L. ORMSBY CO.

Ladies' Cloaks
and Suits

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Phone Lakeside 4700

OPPORTUNITY KNOCKS AT OUR DOOR.

We are sure that Mrs. Shields will have many new ideas for the financing of the new club building when she returns from Portland.

As we all know our lot is now unproductive and in the fall we shall have to inaugurate an active campaign for raising the balance due on our lot, approximately \$20,000, so we may be in a position to build and create income property.

Have you thought earnestly and prayerfully how this money is to be raised? We must raise this amount *within the club as only in that way will the club control the property* and receive the benefit which will accrue from the investment—and it will be an investment! If each one of us could realize what a desirable way this is to use our savings to bring us a reasonable profit and still be entirely safe, we would each buy all the stock we could and our problem would be solved.

When you realize that we paid \$550 per front foot for our lot and that one just a few doors south of us sold for about \$1,000 cash, that the property all about us is being held at that price while the lot at the corner of 13th and Webster is held at \$1300 and will be raised to \$1500—just as soon as 15th Street is open for traffic—you can readily see that our lot is bound to increase in value continuously.

If, after a careful canvass of the members of the Club has been made, a sufficient amount cannot be disposed of to clear the lot, we shall be obliged to open the sale of stock to outsiders, and as stated before the Club will then lose control of

the stock and the individual members will simply be stockholders. *It is now squarely up to the members of this club to decide whether they will own a club-house or not.*

Surely we are all women of vision with an all-abiding faith in Oakland which is growing by leaps and bounds before our eyes and will loan our money for this purpose with the assurance that we will help the club to secure a HOME OF ITS OWN and make a profitable investment for ourselves at the same time. The stock will begin to bear interest when the building is completed and rented.

See Josephine McClenegan at once and secure all the shares you can possibly afford in the BUSINESS WOMEN'S HOLDING CO.

Dizzy Doings on the Desk

The pencil has made quite a number of pointed remarks about the sponge being soaked all day, and the waste basket being full. The scissors are cutting up and the paper weight is trying to hold them down, while the paste is sticking around to see the stamps get a good licking. The ink's well but appears to be blue, while bill is stuck on the file and the calendar is looking fresher after having had a month off. The blotter is lying around taking it all in.

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A TOUCH OF YELLOW!

A rejuvenation, well, I guess!
Have you seen the club rooms
since they were spiffed up?
They are artistic to say the least.
What could be prettier than
our tables painted gayly with
orange tops and black borders
and green legs, and our chairs
in the same color scheme?

When one arrives at the head
of the stairway the first things
that catch the eye now are the
gay tables and chairs, and the
smiling faces of those who are
enjoying to their utmost the
rejuvenation, which seem to
reach out and say to you:
"Come sit with us, and be
merry and glad!"

Orange on the tables gives a
bit of cheerfulness that seems
to make the whole room
brighter; green on the table
legs and chairs gives a cool
soothing effect; while black off-
sets these colors as nothing else
could.

In summer the effect is cool-
ing; in winter, bright furniture
will cheer and enliven the lunch
hour. It was truly a happy
thought, all the way round, to
give our club rooms this added
attraction of cheer. Thanks to
the house committee.

Learn to Forget

Turn from the past with its old
regret;

Harvest the wisdom and shut the
door;

Turn to the dawn when the sun is
set,

Turn from the chill of the never-
more.

Learn to forget.

Is there a past with a judgment-
debt?

Do what you can, then, make your
pledge;

And, turning away from the memory-
fret,

Live on the moment's brittle edge.

Learn to forget.

—Edwin Markham, Nautilus.

QUERY

Let's revive that Choral Club of
Club gone,

Oh, where, oh where can it be?

With its life cut short, and its need
cut long,

Oh, where, oh where can it be?

Lets' revive that Choral Club of
ours, add new members, and join the
big Festival Chorus of 1000 voices
that gives the opening event of Oak-
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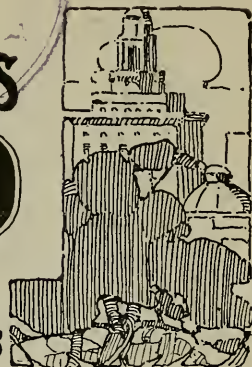
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, July 23, 1923

Number Eight

Be not simply good; be good for something.—Thoreau.

LUNCHEON

Thursday, July 26, 1923, 12:15 p. m.

BUSINESS MEETING

AND AN IMPORTANT ONE AT THAT

Incidentally BESSIE WOOD GUSTASON will report on the San Diego convention and Dora B. Cooley will relate how to be a good citizen. Don't fail to hear this duet.

And the piano will be in tune and there will be good music as usual—a new song will come out of COMMUNITY SINGING. All join in the chorus.

Be there when the gavel falls at 12:15 sharp. Plates 60 cents.

Week following, August 2, is a dinner in honor of our Portland delegates.

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of Oakland, California
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Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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Tel. Oak. 1470.

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FLORENCE M. KING.....Club Notes
F. HARRIET BAKEWELL.....Juniors

OFFICERS AND MEMBERS OF THE BUSINESS AND PROFESSIONAL WOMENS CLUB

GREETINGS!!! Well - - - Well!!!

Now that we have returned from our vacations, rejuvenated and restored to good working order, it might be well for all of us to know of the clubs' activities during your absence, and the contemplated activities for the future.

Your President, as a representative of the club, has been invited by the Mayor to serve on the entertainment committee to receive President Harding and Mrs. Harding when they arrive in Oakland, July 31st. I tried to have the parade pass our quarters, so we could a distinctive greeting, but the route had been arranged, and our home is missed.

Our President has also been invited to a place on the Executive Board of the new East Bay Safety Council. You will hear more of this organization in the future, and as its work progresses, you will realize the signal honor conferred on our Club.

We have, in preparation, a full fledged base-ball team, and those who can do so, are urged to join at once. We must have a good big membership of *ROOTERS*, and there is need of songs and yells. Please be good sports and help us put this over. Nothing has ever been accomplished by long faces—we all know how to laugh, and more and more we are taking our laughter into the business world.

Come to the club luncheons often. You are really missing something good, and we need your encouragement and support.

This fall, we contemplate giving a ball of the early 90's, with the music and dances of that period. Later, we will have a circus, put on by our talented artists. This promises to be a big affair, and you will hear more of it, soon. Then, we must have something good and substantial, and we have in contemplation a nationally famous lecture artist who will come before the public under our auspices.

Do you know that we invited Herbert Hoover and General Pershing each to be our guests? Unfortunately their plans had already been made and they could not accept but both promised for the future.

It was a big thing, our securing U. S. Senator Reed for the people of Oakland to hear, and when you think that our organization is equipped with the membership and facilities for securing these people of national prominence, cannot you see our possibilities? We have *something big* to tell you about our *clubhouse*, soon, and all of these activities mentioned above shape themselves toward our *one big objective*, namely, the erection of our **NEW CLUB HOUSE** on Webster Street Speed the Day!

It is written,

B. W. GUSTASON,
President.

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AMONG OURSELVES

Would you believe it? Miss Kruger leaves soon for another convention. This time to the National Convention of the Building & Loan Associations Amalgamated at Tacoma. Pleasant trip to you, Hermoine.

* * *

That was a clever luncheon stunt staged last Thursday when Dora Cooley and Eva Stromberg came rolling in on scooters and collided in front of the speaker's table. Their heated argument as to the right of way was soon rudely interrupted however by Policeman O'Brien (Mrs. King) who was backed up by the president of the club who represented the recently formed Safety Council. Of course none of our clubbers ever drive on the wrong side of the street, Oh, no! But the other fellow does.

* * *

Those scooters were from Kahn's, kindness of Miss Hennings.

* * *

The Counselor of the HERALD made a neat speech, too, in presenting the prizes for the best limericks. But the query still remains, who is "Mrs. Incog."

* * *

The delegates from our club who went to Portland are straggling in and all report a wonderful time. They want a week to rest up and then we shall hear from them. The curtains will part at 6:15 P. M. on Thursday evening, August 2, when a dinner is scheduled at the club room in their particular honor. Mae Wilkin is ring master, or rather stage manager and we will hear from club sisters Shields, Borland, Guber, Clow, Long, Chase and others. The attractive caption reads "High Lights from the National Federation at Portland" with an added promise of Side Lights, Foot Lights and Calcium Lights. Suspect every seat 'round our new yellow tables will be sold out in advance and only standing room left!

* * *

We are glad to welcome Miss Pritchard back from her Eastern trip. She visited Ohio, New York, and Boston and took in the Wellesley Commencement exercises, of which college she is an alumni.

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

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Twelve Business Maxims

The president of the London Chamber of Commerce gives twelve maxims which he has tested through years of business experience, and which he recommends as tending to insure success:

1. Have a definite aim.
2. Go straight for it.
3. Master all details.
4. Always know more than you are expected to know.
5. Remember that difficulties are only made to overcome.
6. Treat failures as stepping-stones to further efforts.
7. Never put your hand out farther than you can draw it back.
8. At times be bold; always be prudent.
9. The minority often beats the majority in the end.
10. Make good use of other men's brains.
11. Listen well; answer cautiously; decide promptly.
12. Preserve, by all means in your power, "a sound mind in a sound body."

—*Youth's Companion.*

Good Summer Reading.

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ECHOES FROM PORTLAND.

Last week the HERALD office was flooded with copies of the Portland Oregonian and other papers of the north telling of the proceedings of the big meet of 1500 business women from all over the country in convention there. And Portland boosters with their band met all trains and took care of the ladies fine; the Rosarians were "on the job" also and the whole northwest saw to it that good reports of that wonderful country went back home with each delegate.

Wasn't it splendid, too, that Miss Adelia Pritchard, who was chairman of reception and president of the Portland Business Women's Club was elected to the presidency of the National Association meeting in Texas next year. Hats off to a western woman, girls, and let's stand behind Miss Pritchard this coming year and make her regime a notable one!

Lena Lake Forrest, popular and retiring national president pleaded for good American citizenship among business women in her opening address of the convention.

"We are business women, but we are American citizens first. The American woman is not a good business woman unless she is first a good American citizen," she said. "There is no longer any doubt left where the women of the American business world stand on education, health and moral standards," continued Mrs. Forrest. "But if this power is to bring to the federated business women of this nation and of other nations its best results, it must cut a clean, straight trail into every community."

"We have founded our federation upon a conscientious desire to serve," Mrs. Forrest declared. "We are financially stable. It is our privilege to help young women just entering the business world." She stressed the point of the necessity of women making use of the ballot. "We must elect the right people to enforce our good laws," she said, "in order that the highest form of citizenship may be preserved."

Responses at the luncheons showed this attendance from the various states: California 21, Maine 7, New York 1, Ohio 90, Minnesota 65, Michigan 60, Illinois 45, Oklahoma 44, Kansas 39, North Dakota 30, Tennessee 28, Pennsylvania 24, Washington 159.

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Telephone Oakland 1319
Alameda 1743

Ring our advertising man-
ager, Oakland 278, and arrange
for a snappy ad.

ENCOURAGING.

Miss Elisabeth Sherman, well-known Oakland educator, sent in for a year's subscription to the HERALD last week with the expressed wish to "keep in touch with the work of women," and added "you are pointing the way clearly and keenly. Best of success to you."

Then came another letter from Milton J. Ferguson, state librarian at Sacramento, asking for complete files of our prospering little club paper, for the California Department of the State Library. We sent them, of course, and are also exchanging papers with several other women's clubs thruout the U. S. A.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, July 30, 1923

Number Nine

It's time you found out that success isn't so much a matter of unusual ability, as it is a result of stability-staying power—sticking to one thing until you win.—*Selected.*

DINNER

Thursday, August 2, 1923, 12:15 p. m.

The pleasures of the National Federation B. P. W. will long remain with those fortunate enough to have been "among those present," at Portland.

That others may have the opportunity of enjoying some of its pleasures, there will be a dinner, Thursday, August 3, when a program under the direction of MRS. C. S. BORLAND, will be presented by the representatives of the San Jose, Berkeley and Oakland Clubs.

It will be impressionistic—in volume, in quality, in personality. There will be lights—High; Side; Foot; Flash; Spot!

The reports will be of interest, the entertainment entertaining, the music alluring, the stunts—oh so different! *Plates 75 cents.*

"Listen In" from the Club Room on Tuesday evening, July 31, to President Harding's speech—from 8 to 9 p. m., that is, ring the club to ask if we have succeeded in installing a radio set.

The Room Comfortable

—big upholstered furniture,
dainty curtains and attractive
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THE FOOT-PATH TO PEACE.

To be glad of life because it gives you
the chance to love and to work and to play
and to look up at the stars; to be satisfied
with your possessions but not contented
with yourself until you have made the best
of them; to despise nothing in the world
except falsehood and meanness and to fear
nothing except cowardice; to be governed
by your admirations rather than by your
disgusts; to covet nothing that is your
neighbor's except his kindness of heart and
gentleness of manner; to think seldom of
your enemies, often of your friends and
spend as much time as you can with body
and with spirit, in God's out-of-doors—
these are little guide-posts on the footpath
to peace.—Henry Van Dyke.

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BIG INTEREST

Pays us to live whether we are able to
work or not.

Mrs. Ada Angel Berkeley 6718J

Remember Miss Harvey, club
member and photographer, who
married Mr. Eli Harvey some three
years ago and is now living in New
York? Here's a letter from her to
the editor:

"My dear Miss Potter.

"I am enclosing one dollar for a
year's subscription to the Business
Women's HERALD. The first three
copies sent to me by Miss Clow
shows that the club is up and doing
and I long to know more of its activi-
ties so welcome the Official Publi-
cation of the Business and Profes-
sional Womans Club of Oakland,
Calif.

"Accept my congratulations with
kind regards to my friends.

"Yours sincerely,
"GRACE G. HARVEY."

Howdy Grace! Stretch your hand
across the continent and clasp ours
in your own. We will HERALD the
club news to you every week from
now on. Greetings from us all!

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Oakland 1590

ANENT THE CHORAL.

Even if the printer did get things a little mixed about reviving the Choral Club in last week's *HERALD* the message seemed to "get over" for there have been ever so many inquiries about joining the singing class when it opens up again Monday night, August 27. Mrs. Goemmer sent word she is glad and even though she has three babies and a household to look after she will be there and we hope to have Mrs. Marshall with us again—both of these ladies have good soprano voices and we shall need them. Miss Louise Scarper is terribly interested, too, good little girl that she is, and has kindly consented to be the enrolling chairman. So give Louise your name—phone her any time.

Remember ladies, outsiders are welcome. You all know some one who would just love to join us. Ask her—will you do it? Tell me, is a choral organization an asset to any club? I guess yes. Ask the Realtors and the Shriners—they will tell you that their singing sections give them more legitimate publicity than any other activity in their ranks. *And it is such fun when you get into the game!*

And you know this fall there will be a chance to be absorbed into the monster CHORUS OF ONE THOUSAND that Miss Potter, our director, has been asked to assemble for the DONS OF PERALTA and which will sing the opening night of OBAPESLA WEEK in the Oakland Auditorium, Monday, Sept 24

By the way—according to one of our exchanges, the *Kansas City Business Woman*—the ladies back there expect to enroll 100 members in their Choral club for the fall opening. Could we do it out here in the west? Seems we ought to. Lets try, eh? Ring Louise at Lks. 7070, or give her your name at the club.

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THEATER PARTY

The date, Friday, August 3.
The place, Fulton Theater.

The attraction, *Robert Warwick* and *Bertha Mann* in "DOWN LIME-RICK WAY".

The price \$1.00 per ticket, 40c of which goes to the club.

Now then, everybody for a good time and a pleasant evening!

More tickets at the clubrooms if you sell your allotted *three*.

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OUR BASEBALL NINE

Think of it! We have a baseball team. How shocking! But these days women can play ball 'most as well as men and our enterprising nine, under the leadership of Florence M. Hill, has challenged the Rotary Club team.

The following have volunteered for the first tryout which will be held at the playground, 4th and Peralta Streets, on Thursday night, with Helen Hewitt of the playground department acting as coach:

ADA ANSELL	JEAN HARRISON
EVA STROMBERG	C. J. COCKRAN
A. E. BRAZILL	ELMA McGRAW
G. SPIERS	FLORENCE HILL,
EVA WILKIE-MEISSNER	Captain
HARRIET BAKWELL	

Let's support our nine. They will need cheers, and pep, and songs, and enthusiasm galore! Will they have it? ABSOLUTELY!

Will S. *Cinderella* Borland please explain what she did with the fairy prince since meeting him in the reception line when she functioned so graciously and bowed so gracefully to all the fair ladies throughout our fair land at Portland last week? And where is the fairy slipper? Please explain, *Cinderella*.

Thursday is SHOE SALE DAY at the club. If you have a pair that's too big or too little, or whatnot, bring them in and don't fail to look over the assortment—you may get a wonderful bargain.

Glad to welcome Mabel Little back from her vacationing in Humboldt County.

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TICKLISH!

A little nonsense now and then is relished by good business men—and women, eh?

(The editors of the HERALD are here asking the club members to contribute to this column which will appear from time to time according to the support and assistance rendered by its readers. Give a smile and you will get one. Do you know a humorous story or incident—one that will get a smile? Can you briefly relate a funny experience, or quote one that's bright and new and snappy? Or perhaps you like to tell it in jingles or poetry? If so, send them in; if your stories are good enough, and your poetry *bad enough* they will make our ticklish column, perhaps.)

How do you like these?

"I don't see any sense in referring to the wisdom of Solomon," said the man smartly. "He had a thousand wives." "Yes," answered the woman tartly. "He learned his wisdom from them."

—O—

"When I was shipwrecked in South America," said Captain Bow-sprit, "I came across a tribe of wild women who had no tongues." "Mercy!" cried one of the listeners of the fair sex. "How could they talk?" "They couldn't," snapped the old salt. "That's what made 'em wild."

—O—

She was of the square toe and low heel species, and had called to apply for the position of stenographer. "Do you take dictation?" was asked of her. A hard look came into her eyes as she replied: "I used to but I have been married nearly three years."

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OUR MUSIC COMMITTEE.

Miss Zannette W. Potter is the first chairman of all standing committees to announce the personnel of her working force—the **MUSIC COMMITTEE** for the fall season of activities. Serving with her will be Mrs. Helene Bergsma, Mrs. C. P. Goemmer, Louise Scarper, Mrs. A. M. Jessen, Grace Le Page, Eva Garcia, Mrs. Ada Angel, and Mrs. Nadine Shepard. The committee has begun to function already. Mrs. Grace Le Page, music teacher and vocalist, will assume entire charge of the music for the club during the month of August. Miss Eva Garcia has volunteered to accompany for the rehearsals of **THE CHORUS OF ONE THOUSAND**. Louise Scarper will act as enrolling chairman of our own **CHORAL CLUB** that resumes practice Monday night, August 27. Mrs. Nadine Shepard, faithful friend and excellent pianist for the club during the past three months, will continue to assist whenever possible. Mrs. Angel and Miss Jessen will prepare a Xmas program for rendition by the club **CHORAL** during the holiday season, while Mrs. Bergsma will look after the music for the month of September.

The chairman of the music committee wishes to thank the members for their many expressed appreciations of the programs of music furnished at the regular meetings of the club during the past season. We have been fortunate in securing some rare talent and it is nice to know their services have been appreciated. Please continue to tell them of your pleasure in hearing them even though the chairman must necessarily be absent considerably in the future. Shall we ever forget that heavenly music by *Mr. Quinto Maganini* on the flute last Thursday? That was a banner day and the high water mark in musical programs will be hard to duplicate in the future.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, August 6, 1923

Number Ten

The acquisition of knowledge is a sort of gardening of facts, the chief labor of which consists in weeding between the rows.—*Selected.*

LUNCHEON

Thursday, August 9, 1923, 12:15 p. m.

SPEAKER

FRED E. REED, Oakland Realtor

will give the speech on "MY HOME TOWN" which he gave at Cleveland recently at the National Real Estate Association in competition with twenty other realtors from all parts of the United States. Hear Mr. Reed Thursday—his talk is a spell binder—and after hearing it you will love Oakland a little more than you do now. Hope Mr. Reed brings the big silver cup which he won on this occasion as a trophy.

MISS MABEL RIEGELMAN will also be a guest of honor on that day.

Music—Mrs. Grace Le Page, vocal teacher and member of the club will render a group of songs accompanied by Miss Eva Garcia, pianist and club member.

The Room Comfortable

—big upholstered furniture,
dainty curtains and attractive
draperis and colorful lamps,

Is a Curtain Store Room

The Curtain Store

520 THIRTEENTH STREET
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Starting August 6th

Eastbay Opera Assn.

Mabel Riegelman

in

"KATINKA"

SEASON TICKETS NOW

Ten \$1.50 Tickets, \$12.50

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Employees appreciate the privilege of washing up before leaving the shop or office. Provide them with a generous cloth towel supply. It is a good investment.

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BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
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of Oakland, California
Address all communications to
Zanette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

Subscription Rate - - - \$1.00 per year
Single Copies.....5c per

Late Books Non-Fiction

"Mind in the Making." By James
Harvey Robinson. The relation of
intelligence to the New School of
Social Reform.

"The Doctor Looks at Literature."
By Joseph Collins. A psychological
study by modern life and letters.

"Beasts, Men and Gods." By Fer-
dinand Ossendowski, Officer d'Acad-
emie Francaise.

New Yearly Subscriptions

Mrs. S. M. Chalmers and Mrs.
Alva B. McGraw have taken out
yearly subscriptions at \$1.00 per.
And the sale of single copies of the
HERALD at the door last week
amounted to \$2.20. The HERALD is
making good, eh?

SIX STORES

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"OUR PRESIDENT IS DEAD!"

The dull, ominous sound of a gavel caused more than a hundred club members, assembled in the club rooms last Thursday evening, with a host of guests and friends, to turn their eyes to the speakers' table, and to hear from the tense, pale lips of our president, Bessie Wood Gustason: "A message has just reached me by telephone confirming a radio report, and I am grieved to announce 'Our President is dead!'—the meeting is adjourned."

An awesome hush fell upon the room like a pall, and with a suppressed cry each woman rose to her feet gripped in the startling news of the President's sudden passing. Faces grew wan and tears flowed unrestrainedly down, hand clasped hand and fearsome questions were asked in faint whispers. Then the *woman instinct* rose—the first, terrifying shock was over and expressions of grief and sympathy for Mrs. Harding in the hour of her greatest sorrow came from every lip. And *women understand* for they knew, as was verified by later accounts, that Mrs. Harding would be "*the bravest of them all*".

The occasion was a festive night for the club, banquet and program, given by the Portland delegates with guests from San Francisco, Berkeley and San Jose in attendance. The program in charge of Mrs. Sarah C. Borland was being enacted from a stage in the rear of the room—but now its completion awaits a later hour.

In welcoming the guests earlier in the evening our president had said: "How fine a thing it is to break bread with our neighbors and among ourselves, for nothing seems to bind us quite so closely together as to meet like this around the festive board." And yet another tie was being wrought of which we not yet dreamed—and when it came the club was knit more closely still in *common sorrow* for the passing of Warren G. Harding, late, lamented President of the United States.

RECEPTION COMMITTEE

Mesdames Guber, Angell, Barker, Kiever, Jessen and Miss Freda Smith are the appointees to the reception committee. No stranger will go away unwelcomed now—for the personnel of the above augurs well for the future success of our receptioning.

Add These Names to Roster.
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Lks. 6746
Cushing, Eloise B.....Court House
Attorney at Law.....Oak. 8414
Norton, Elizabeth W.....Bowman Dg. Co.
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ELIZABETH GREGG MACGIBBON

Our Third President 1920-1921

During the crucial year of the war, the club members became engrossed in war work and the club suspended action temporarily, but was re-organized in March, 1920, with forty members. Elizabeth Gregg MacGibbon was made president; Mollie White, vice-president; Mae B. Wilkin, secretary; Dora B. Cooley, treasurer; Jessie Eckles, auditor; with Dr. Kibbe, Helen Powers, Gladys Barndollar, and Blanche Roller, directors.

Under Mrs. MacGibbon's regime membership grew from forty to one hundred and seventy-five members, certainly a very creditable showing.

Many of the members who have been the "stand-bys" of the club joined at this time.

During Mrs. MacGibbon's administration the club joined the National Federation and tendered Lena Lake Forrest, the National President of the Federation, a splendid reception at the Hotel Oakland on her western trip.

The nucleus of our club-room fund was inaugurated at this time from which has grown our present club rooms, already inadequate, and OWN YOUR OWN HOME idea was also made a club ideal which we trust will soon blossom into a wonderful reality.

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GOSSIP

Our advertising manager, Mrs. A. C. Simpson, spent last week-end in Sacramento, but returned to town in time to swing a lot of good ads into shape for the *HERALD*. Take a look at them. The *P. G. & E.* is a brand new one, as is the *Jersey Milk, Cream & Butter Co., Rollar's* and the *D. H. McCorkle Mfg. Co.* came in last week to join *Sylvia G. Ward's* and the *Ki-Ko Girl*.

Incidentally Mrs. Simpson finds time to give excellent service to her own business which is the collection of bills. Give her a trial.

* * *

Have you heard that the Ad Club presented an electric iron to Zannette W. Potter as a prize for selling the largest number of "Oh Oakland" tickets. If you have any very fine laundry work bring it up; may be she may be induced to use her iron for the benefit of the Club. Who knows?

* * *

Come up and enjoy the electric fan soon to be installed. Are we up to date. I'll say so.

* * *

The Club Base Ball Nine began real practice last week at the Peralta Street Playground and are expecting to present a challenge to the Rotary Club this coming week. Mrs. Florence Hill, the intrepid captain of the team, has met with a distressing accident, however, while driving her machine and will be off duty for a little time but her inspiration and dictation will undoubtedly lead her team on to complete victory. May her recovery be swift and complete.

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OAKLAND, CALIF.



The DAILY LUNCHEONS.

are coming up—that is the number who lunch in our Club Rooms at noon thruout the week is increasing in numbers from day to day.

If every member now will come herself and bring office friends or guests our kitchen will become an asset. It surely is worthy of a generous support since that steam table keeps things piping hot and everything is so handy and nice 'n all that. And eating off 'n our new yellow tables is like getting honey out of the heart of a bright, yellow, California poppy. And then there is that long comfy wicker chair to stretch out in for a daily *siesta*. Girls, yo' might as well get ust 'a few of these Spanish phrases. The Dons are in town and they will be for axing yo' to dance or something or other some of these days when that *Obapesla Week* comes off and you'll want to be able to say: "Oh si, Senor, Con Mucho Gusto!"

Did you have luncheon at the Club Wednesday noon? "My word," to quote our editor, it was a busy place. The Executive Board of the Plymouth Women's League of Plymouth Center had two large tables. The Big Sisters, of which our Mrs. Artieda and Mrs. Hill are members, had an informal meeting to entertain two Big Sisters from New York, Miss Willetts, a past Superintendent of the Big Sisters' Home in the Bronx, and Miss Bates, her assistant. This with the meeting of our own Board of Directors and the daily patrons of the Club made a full room.

STOP

and read every advertisement in the columns of the *Oakland Business Women's Herald*! Then give them your support, for they are the support of your publication.

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TICKLISH!

Mothers hope their sons will be what they thought their husbands were.

"Did Mrs. Witherbee get over her operation?"

"No, she is still talking about it."

Dr. Kibbe said: "Put out your tongue—more than that—all of it."

Child: "But, doctor, I can't. It's fastened at the other end."

Toot! Toot!

I do not know, I do not care

How far it is to anywhere.

I only know that where I'm not
Is always an alluring spot.

Her Father: But, young man, do you think you can make my daughter happy?

Her Suitor: Do I? I wish you could have seen her when I proposed!

—London Opinion.

Our Bird M. Wilson was reporting in Court the other day, when she looked up and asked the witness to repeat her answer. "I shook my head", the witness replied. Miss Wilson's quickly came back with "I heard something rattle but I did not know whether you shook it up or down or from side to side."

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, August 13, 1923

Number Eleven

Opportunity, like time, is always in movement; he who remains stationary, soon finds himself in the rear of the procession.—*Selected.*

LUNCHEON

Thursday, August 16, 1923, 12:15 p. m.

SPEAKER

FRED E. REED, Oakland Realtor

will give the speech on "MY HOME TOWN" which he gave at Cleveland recently at the National Real Estate Association in competition with twenty other realtors from all parts of the United States. Hear Mr. Reed Thursday—his talk is a spell binder—and after hearing it you will love Oakland a little more than you do now. Hope Mr. Reed brings the big silver cup which he won on this occasion as a trophy.

This is a hold-over program from last week—don't fail to hear it. *But Miss Wilkins wishes you to phone in your reservations—Lakeside 1470—* Otherwise you may not get a seat. Kindly comply.

Appropriate Music

Plates—60 cents.

The Room Comfortable

—big upholstered furniture,
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draperies and colorful lamps

Is a Curtain Store Room

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Starting August 13th

Eastbay Opera Assn.

Mabel Riegelman
in

"THE FIREFLY"

SEASON TICKETS NOW

Ten \$1.50 Tickets, \$12.50

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BUSINESS WOMENS HERALD

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CLUB NEEDS

AS YE EDITORS SEE IT.

In this day of expert business methods much is expected of any club especially one made up of *business men or women*. Ours is a *business women's club* and as such should be run on a strictly business basis. In the first place no section or department of any club has any right to exist that cannot at any time give a reasonable account of itself.

CARD FILING SYSTEM

The club should maintain as a part of its business equipment a complete card file of its members, kept up to date and available for reference at any time to any club member.

COLLECTION OF MONEYS

All moneys collected for any purpose whatsoever should be banked immediately by those in charge of any club activity. Other-
wise, criticism, and even *robbery*, are often invited.

RECEPTIONING

No reception committee in a club of more than one hundred should consist of fewer than *five members* who know *how to receive* and who should rotate in responsibility in meeting all guests and friends who come to the club rooms. Several golden opportunities have been lost to the club during the past few weeks when distinguished guests have come to some of the weekly luncheons and left without the proper greeting or introduction to the club members. The social contact is an all important factor in the growth of any club and if ours wishes to grow and be known outside of our own circle we must pay more attention to the receiving of the stranger within our gates.

Then our own club members should become better acquainted one with another. To schedule a social evening is inadequate—then one is expected to *receive* or *be received*, but to do it in passing is the thing, from day to day—and all the time.

RESPONSIBILITIES

When one joins a club she must assume an added responsibility to the life she already leads; for it is an added obligation to every member. Service on any committee entails responsibility. If one finds she cannot render adequate service on a committee she should request that another be appointed in her place.

PUBLICITY

No one who understands news values will say that our club always gets its rightful share of publicity in the local press. If any publication seems not to give recognition to our club the matter could easily be remedied by a representative committee from the club calling upon the managing editor of said paper and asking that our club receive due attention.

To all of the above one might well say: "Away with responsibility. Business women come to the club room for rest and relaxation, to lunch and to entertain a guest." Well, and good! but the smooth administration of any club is obvious only when the various club activities are planned and carried out in a business-like fashion.

IF IT IS ABOUT GAS OR
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AMONG OURSELVES

We are glad to welcome back Jessie Eckles fully restored to health. She has promised to take such good care of herself that she will not have any more enforced vacations. We missed you, Jessie. Come often.

Sue Bradley is back from Alaska looking much improved.

Who were the two fine looking gentlemen Mae Wilkin had in tow at the Theater Party? Doesn't it beat all how she attracts the men? Some Vamp! And which one did she take down to Santa Cruz on her week-end trip last Sunday?

Miss Edith Miner was in from Hotel Belvoir, Niles, last Thursday. Come often, Edith; glad to see you always. Miss Miner sees fit to run an ad. with us, too. Her hotel dining room is open to the public.

Nettie Miller, club member of ice-cream fame, tells us of another unit added to her business in Stockton. People will keep cool and refreshed.

Carrie Hall just returned from Fresno where it took her four weeks to break away from a bran new grand'child. Congratulations.

Ora Egan, club member and only woman owner and operator of a lino-type in Alameda county, donated her services on last week's HERALD, thus giving a surplus of \$3.50. Thanks, Ora.

Have you seen the new leather folders in which to keep your year's copies of the HERALD? They can be had at \$1.25 from Mrs. King. Your name in gold 35 cents extra. Come early and avoid the rush. The editorial staff presented one to Bessie Wood Gustason with her name in gay gold letters last Thursday evening.

Have you signed up for the Choral Club yet?

Louise Scarper is a *live wire* chairman and will take your name any time.

Ring her at Lakeside 7070. Remember any woman who sings can join — club member or not — so spread the news among your friends very generously.

Come now, altogether!

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The following dialogue nearly got our club joker's goat th'other day at luncheon roll call:

President—"Next."

"I am Mrs. Pingston, district manager of the Associated Charities. I have as my guest, my son, W. H. Pingston, who will speak for himself."

President—"Next."

"I am W. H. Pingston of the Radio Marketing Corporation, experts on how to keep your husband home. If you wish a lecture, a concert, a prize fight, the world news—in fact, anything—no need to leave your happy home—we bring it all to you."

Mrs. King (timidly)—May I ask the visitor if he knows how we might get a husband to keep home? (Tears and laughter from the hundred or more women present.)

Pingston—"Tell your wants to a broadcasting station and your needs will be supplied", came like a flash from the intrepid radioite. (*More laughter and fewer tears from the audience.*) Selah!



*I didn't — I did
remember wifies
Birthday.
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To make the eyes sparkle—remove the skin of an onion.

To enlarge a small nose—balance a bumble bee on the end of it.

If you want curly hair—buy a wig.

To remove crow's feet—kill the crow.

To make the face plump—expose yourself to the mumps.

For a rosy complexion—fry a beefsteak.

To avoid night sweats—sweat in the daytime.

To cultivate a winning smile—**FALL IN LOVE.**

Follows a toast to the National Federation of Business and Professional Womens Clubs, Inc. Author, Dr. Lillian Shields.

May its growth reach to the uttermost parts of the world; may its ideals be as high as the sky; its aims to further the interests of women; better fellowship and greater service to all mankind.

Its possibilities are unknown; its opportunities are manifold; may it be a great power for good in the world.

Let us, at this time, pledge anew our love, co-operation, loyalty and unstinted service to our National Federation.

Long live the National Federation of Business and Professional Womens Club, Inc.!



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QUESTIONNAIRE

Name
What was your girlhood ambition?

Hobby?
If not in your present business what would you like to do?.....

What do you dislike most to do?.....

How many times have you been in love?

What would you do with a million?

Where did you meet him?.....

How did he escape?.....

Your favorite movie actor?.....

Why?
What do you think the Club needs most?

Copy the above questionnaire, girls, write out briefly the very choicest answers you can and mail into the club editor. First, second and third prizes will be given to the most original answers—ye editors acting as the judges. The briefer the better, remember!

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the **HERALD**.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, August 20, 1923

Number Twelve

The real opposite of intelligence is confusion—not ignorance.—*Selected.*

LUNCHEON

Thursday, August 23, 1923, 12:15 p. m.

SPEAKER

MRS. GLADYS LENT-BARNDOLLAR

will give interesting side lights on her trip to Alaska during her recent vacation—especially as to the existence of women's clubs in that land of the far north.

Also, this is the regular business meeting of the club. Reports will be short and snappy. Chairmen of standing committees send written report in the event of absence. Action on amendment to our By-Laws with reference to establishing the office of Corresponding Secretary will be taken up at this meeting.

Again will the music be up to standard under the direction of Mrs. Le Page.

Come early—gavel sounds as usual at 12:15.

Plates 60 cents.

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Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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Club meets every Thursday, 12:15 p. m. in
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Tel. Oak. 1470.

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OUR PRESIDENT.

As a nation we were very fortunate at this crucial time in
having such an able Vice-President to take up the duties
and responsibilities of the government suddenly thrust upon
him by the passing of our honored president Warren G.
Harding.

President Coolidge is a simple, frank and kindly man.
Judging by his previous record, we know that he believes in
God and has the courage to do what he believes is right
because of this faith. He believes in law-enforcement and
will do his part to have the 18th Amendment strictly obeyed.

Not since President Lincoln's time has there been so
many grave problems to be solved by our chief executive.
The threatened coal strike, the rural and industrial situation,
the International Court of Justice, and not the least of all
to restore our ideals, still our discontent and bring America
back to her high place in the thought of the world and the
hearts of her own citizens. May the God of Nations give our
President health, strength and courage for these great tasks.

—S. C. B.

IMPORTANT NOTICE

When advertising in the
HERALD please be prompt
in payment of space—the
printing and other bills
should be paid promptly
every week—which cannot
be done at the present time.

Give Mrs. Simpson your
check at the club, mail it to
her in the Bacon Bldg., or
leave same with the house
manager, made out to Mrs.
Simpson or to the BUSI-
NESS WOMEN'S HERALD.

THIS IS IMPORTANT—
HELP US CONDUCT THE
HERALD ON A STRICTLY
BUSINESS BASIS.

THE CHORAL CLUB

More than fifty have signed up for
our choral club—isn't that grand?

Mrs. Scarper reminds everybody
that rehearsals begin next Monday
night in the club rooms, August 28,
at 7:30. Outsiders welcome.

SOWING AND REAPING

Men reap what they sow. Their
actions upon others are followed by
reactions upon themselves. As it is
with men, so it is with nations.
Those who have given up their re-
sources and strength in the service
of mankind have received as a re-
ward the friendship and esteem of
other countries. Those who have
been grasping, pugnacious and ani-
mated by a desire for military glory
have gathered as a result the resent-
ment and distrust of the world.
There is a great need for better fel-
lowship among the nations, a great
need for a better understanding
among all mankind.—Calvin Cool-
idge.

DAHLIA SEASON IS HERE.

Our dahlia lady, Mrs. G. A. B.
Spencer of Alameda, who is ever
generous, even lavish at times, in
decorating our club rooms, is busy
these days. First, she will display
her lovely dahlias in the Palace
Hotel in September, likewise in
Berkeley and at the Hotel Oakland.
Best of all she is asked to serve as
judge at the Santa Maria Flower
Show next week.

TICKLISH!

Dear Editor:

Would you care for this?

Where can a man buy a cap for his knee or a key for the lock of his hair?

Can his eyes be called an academy because there are pupils there?

In the crown of your head, what jewels are found?

Who travels the bridge of your nose?

If you want to shingle the roof of your mouth, would you use the nails of your toes?

Or beat the drum of your ear?

Can the calf of your leg eat the corn on your toe?

Then why not grow corn on the ear?

Can the crook in your elbow be sent to jail? If so, what did it do?

How can you sharpen your shoulder blades? I'll be darned if I know, do you?

Can you sit in the shade of the palm of your hand?

If you ate your Adam's apple would your heart beat you, or your eye bawl (ball)? *Ora Egan.*

This is good. Who else has something to contribute? Send along other funny stories, squibs, or jokes. HERALD readers will enjoy them.—Editor.

* * *

Now what girl was this,—not one in our club,—but some one vouches for its being true and here it is:

She was in a telephone booth and had just put in a toll call. She wept bitterly as she pulled down on the hook to attract central's attention.

"Hello?" came central's clear voice.

"H-hello," she sobbed. "I w-want my money back. Harold w'wouldn't speak to me."

* * *

It's too bad to wish this one on to anybody—but such is life!

"Do you think, darling," she asked when they had returned from their wedding trip, "it is possible for anybody really to love more than once?"

"No, sweetheart," he replied.

"You are not saying that just to make me happy, are you?"

"Of course not,"

"But you would say it to make me happy, even if you didn't believe it, wouldn't you, dearest?"

"Certainly. I'd do anything or say anything to make you happy."

"There now, I shall never be able to believe anything you tell me. Oh, why—why did I ever marry a liar?"



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AMONG OURSELVES

Fred E. Reed certainly resold Oakland to us on Thursday with his five-minute talk on "MY CITY OAKLAND" which won for him the silver cup at the National Real Estate Convention at Cleveland in June.

That was a clever idea, too, of sneaking the silver cup from Mr. Reed's office and presenting it to him all over again.

Dorothy Griggs was hostess of a delightful dancing party in the club rooms last week entertaining more than fifty guests of The L'Amitie Club of which she herself is a member.

We were glad to see Fanny Ward Miller again and delighted to know she is to re-join the Club.

Nice to see Dr. Kibbe back from an extended vacation in the north-land. The doctor has recently become a member of the board of directors of the club.

Zannette Potter was hostess at a reception and musical evening last Friday night given in the Rose Room of the Hotel Oakland. Many club members were seen among the two hundred or more guests present.

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ACTIVITIES COMMITTEE.

Gladys Lent Barndollar, chairman of the club activities committee, has appointed the following to assist her in the promotion of events designed to promote the social and financial interests of the club: Esther Hoerst, Mary Barnby, Jean Baird, Carrie Hall, S. M. Chalmers, Dr. Luella Swanger, Winifred Grey Wise, Sue Bradley, Helene Bergsma, Georgia Maiden, Anna C. Simpson, Eliz. Clow, Mrs. B. G. Whitaker, and Zannette W. Potter.

An initial meeting was held last Friday night at the club rooms which resulted in the announcement of a theater party to be held at the Auditorium Theater to see Mabel Riegelman in the *Prince of Pilsen*, Tuesday evening, August 28th. Tickets will be on sale at the club rooms, Thursday Luncheon, August 22nd, and after that can be secured from Mrs. Gamble or other club members. The tickets will be the reserved seats, which will not need to be changed.

The committee is planning other wonderful things, and is asking the fullest cooperation of every member of the club. Watch for the next announcement—and then shoulder your little share to make of this year the biggest success ever.



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QUESTIONNAIRE

What do you think of these answers to the questionnaire published last week in the HERALD? The editors think them worthy of publication. Not too late to send yours in. Hurry, hurry, though! Guess whose will be run next week?

Name—E. M. Bakewell.

What was your girlhood ambition?

To be what I was not.

Hobby?

Drawing my salary.

If not in your present business what would you like to do?

Tell some people what I think of them.

What do you dislike most to do?

Toe the line.

How many times have you been in love?

Page the adding machine!

What would you do with a million?

Opportunities or dollars?

Where did you meet him?

At the church.

How did he escape?

He didn't.

Your favorite movie actor?

Ben Turpin.

Why?

Oh, his soulful orbs!

What do you think the Club needs most?

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POLLARD ROW
13th and Webster Sts.
Buy your home from—

WHITE & POLLARD
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Furnish it at—

W. H. POLLARD CO.
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, August 27, 1923

Number Thirteen

No day is lost in which you can work in one good whole-hearted laugh. Try it.
It's the best liver cure in the world and so inexpensive.

LUNCHEON

Thursday, August 30, 1923, 12:15 p. m.

SPEAKER

DR. FAY MORGAN

Department Social Economics, University of California

SUBJECT

“VALUE OF VITAMINS IN VIANDS”

Mrs. Grace Le Page will render her final programs for the month of August.

Plan to attend these luncheons. Give Dr. Morgan a generous welcome.

For Thursday, September 6th, Mrs. Laura Bride Powers, Art critic of the Oakland Tribune, will be the speaker.

During the entire month of September, Mrs. Helen N. Bergsma will have charge of the music.

Plate 60c.

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One of the latest ventures of the club has been the organ-
ization of the JUNIOR SECTION, whose membership is com-
posed chiefly of young business women. What the young
women, many of whom are just venturing out on their
business or professional life, get out of the junior section is
what they put into it. If they preserve a sane, optimistic
view-point and enter into the spirit of the club they will be
an asset to it.

Club experience is new to many of them and what they
will learn concerning club management will prepare them
for the positions left vacant in future years by the members
of the senior section.

Bubbling over with ideas and plans for their first year of
club work the Juniors will meet about the first week of
September for the first time since June. With Miss Jean D.
Baird as their advisor, the juniors, as well as the members
of the senior section, may surely feel that the coming year
will be an eventful one in every way. It is the plan of the
juniors to get definitely organized as soon as possible and
elect permanent officers. Miss Ede C. Wolff is now acting
as chairman.

So far the juniors boast of 18 members, who have the
interest of the section at heart. They are: Miss Carmen
Anderson, F. Harriet Bakewell, Helen J. Beaumont, Irene
W. Chase, Marion G. Claire, Irene DeMaesek, Oxilia Gagnor,
Donna L. Hans, Alma Hermansen, Pearl Lockwood, Helen
McKeon, Eleanor P. Rideout, Laurie Thorne, Laura F.
Warnock, Ede C. Wolff, Zelda N. Wolfe, and Mrs. Ray F.
Cromer, and Mrs. Carola K. Corell. Interest your young
women friends in the section and help swell their member-
ship. Make it fine in numbers as well as in spirit.

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FRANK L. POLLARD CO.
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THE ONLY SOLUTION

"A year ago I came to Europe
and made a diagnosis of the econo-
mic situation. This year I came
back to Europe to try to write an
economic prescription. I am becom-
ing more and more of the opinion
that the only solution of the present
world difficulties is a spiritual solu-
tion."—Frank A. Vanderlip.

"HALL"

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meet every requirement.

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HOW'S THIS FOR A RECORD.

Dr. Kibbe on program reports we have received acceptances from Mrs. Adolph Spreckles who will talk to us on the results of her recent trip abroad, from Hiram Johnson and Mr. McAdoo, and from Mrs. Randolph Hearst who will be here during the Xmas holidays!

We have been invited by the Dairy Men's Association to ask other local women's clubs to join with us in receiving the women guests during the Convention of the West Slope of the Dairy Men's Association! President Gustason has called a meeting for Tuesday morning at ten o'clock to organize a Convention Committee. May we not consider this recognition of our estimate in the community, by the Dairy men a precedent for future conventions? Lend your support by attending the committee meeting!

Our President has been asked what action we will take on the Water Front Issue. A committee to investigate and report on this question has been appointed: Mrs. J. E. Reid, chairman; Dr. Cassie Moreland, Marion McElrath, and Louise Sund. This is an important issue to all of us as business women. Give it your careful consideration.

Among the fine things Mr. Reed said last week are these worth remembering:

"If you want to get the real viewpoint on anything you are considering, you can't do it by staying in your home town. Get the benefit of the minds of the best authorities that can be found.

"Your Club is to be complimented on the judgment and good sense shown in the purchase of the lot you have secured on Webster street.

"The big problem in city life and city construction is to avoid congestion; congestion decreases values."

Choral Club met Monday night, Aug. 27, with an enrollment of more than fifty. Not too late to join. Register with Mrs. Scarper.

Our president has appointed a Research Committee to investigate the waterfront bonding situation and other political aspects of our City Government and report the facts unbiased by political opinion back to the club members. The personnel consists of Mrs. J. E. Reed, Dr. C. C. Moreland, Miss Louise Sund, and Miss Marion McElrath.



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(Bessie J. Wood)

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2850 Telegraph Ave.

Phone Lakeside 49

McWETHY & GREENLEAF

ARCHITECTURE, ENGINEERING
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2910 Telegraph Ave., Oakland, Cal.
Telephone Oakland 271

AMONG OURSELVES

Have you seen the nifty new badges being worn by the Reception Committee since our new Chairman, Mrs. Guber, has them lined up? We are indebted to Ora Egan for her kindness in furnishing these attractive badges. Wonder if we can ever square our account with Ora?

Greetings to Miss I. Sims of Nampa, Idaho, and Miss Edith Brown of Spokane, Washington, who have been guest with us during the past week?

We're mighty sorry to lose Secretary Ellen Smith from the Board. Miss Smith has accepted a position at Fremont High School. Can't you arrange to bring the Faculty Club down to one of our snappy dinner programs, Ellen? We'll be more than glad to welcome them!

SPECIAL INFORMAL LUNCH

The excess of business Thursday last prevented carrying out the announced program and in response to the desire expressed by those present, Mrs. Gladys H. Barnollar has consented to speak at the informal cafeteria luncheon Wednesday, Aug. 29th, when she will tell of the interesting things of her Alaska trip, of which we had a faint hint last week. Mrs. Barnollar will speak at 12:30 and all may come and go as they wish.

And this one is a stunner to one's ego, eh?

"I use no trunks," the salesman replied.

"Oh, I thought you wuz one of these traveling salesmen," said the porter.

"I am, but I would like you to know that I sell brains."

"Well, you are the first travelin' fella I seen this season who ain't carryin' no samples."

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Manufactured at their new half-million
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Vigor, vitality, vim and punch—
That's Pep!

The courage to act on a sudden
hunch—

That's Pep!

The nerve to tackle the hardest thing
With feet that climb and hands that
cling,

And a heart that never forgets to
sing—

That's Pep!

Sand and grit in a concrete base—

That's Pep!

Friendly smile on an honest face—

That's Pep!

The spirit that helps when another's
down,

That knows how to scatter the
blackest frown

That loves its neighbor and boosts
its town—

That's Pep!

—Selected.

QUESTIONNAIRE

Name—Florence G. Langdon.

What was your childhood ambition?
Singing or artist.

Hobby?

Horses.

If not in your present business what
would you like to do?

Succeed!

What do you dislike most to do?

Fail.

How many times have you been in
love?

Too numerous to know.

What would you do with a million?
Spend it.

Where did you meet him?

Everywhere.

How did he escape?

Evaporation.

Your favorite movie actor?

The best.

Why?

*The best is none too good for
me.*

What do you think the Club needs
most?

Futurity.

Returned Vacationists

Dr. Palamountain has returned
from a very pleasant vacation at
Feather River.

Myrtle H. Cobb and family had a
wonderful camping trip at Donner
Lake.

Eva Stromberg reports a splendid
time at Emerald Bay, Lake Tahoe.

Bird M. Wilson writes that she
slept around a camp fire on Mt.
Tallac while at Tahoe. Some con-
tortionist!

Mrs. Florence Hill is acquiring
tremendous speed and great strength
in the mountains. Oh, boy. Just
watch the team burn up the base-
ball diamond when she returns.

Holding Company Making Strides.

Did you hear Dr. Shields report
that there had been about \$800
collected on account of stock in our
new Club Building last month?
Keep up the good work and we will
have our BUILDING soon. Have
you subscribed for all the stock you
can possibly afford? You cannot
find a better place to invest your
savings. When we get the lot paid
for we can build and earn good in-
terest on our investment. See Mrs.
McCleneghan at once.



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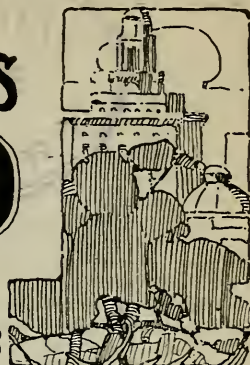
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, September 3, 1923

Number Fourteen

"Ah nevah worries erbout what's gwine t' happen, 'cause Ah don' think it will, and Ah nevah worries erbout whut has happen' 'cause Ah know it has."—*Wilbur E. Sutton, Colored Philosopher.*

LUNCHEON

Thursday, September 6, 1923, 12:15 p. m.

SPEAKER

MRS. LAURA BRIDE POWERS

Art Critic of the Oakland Tribune.

SUBJECT: Growth of Art Appreciation in Oakland and Environs.

Music—This month Mrs. Helene Bergsma will have entire charge of the music. Look for some good programs.

Come early to get a seat.

Plates 60 Cents.

EXPANSION SALE!

Every thing in our stock
is reduced during this
Mammoth Sale.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

STOP

and read every advertise-
ment in the columns of
the Oakland Business
Women's Herald! Then
give them your support,
for they are the support
of your publication.

CLEANLINESS

Provide facilities for personal
neatness on the part of your em-
ployees. It will be reflected in
the neatness of their work.

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Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
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Tel. Oak. 1470.

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BOOST.

Boost your city, boost your friend;
Boost the lodge that you attend,
Boost the street on which you're dwelling
Boost the goods that you are selling.
Boost the people 'round about you;
They can get along without you,
But success will quicker find them
If they know that you're behind them.
Boost for every forward movement,
Boost for every new improvement,
Boost for the man for whom you labor,
Boost the stranger and the neighbor.
Cease to be a chronic knocker,
Cease to be a progress blocker,
If you'd make your city better,
Boost it to the final letter.

HERALD'S DELAY

Labor Day—a holiday—interferes
with the usual Monday delivery of
the HERALD. *Admission Day* will
likewise defer matters next week.
The rule now is to get the HERALDS
in the mail Monday afternoon and
they are delivered Tuesday morning.
All copy from any source for the
HERALD must be in the hands of the
editor by Friday noon at the latest
and earlier if possible.

Important Announcement. Theater Party.

Time, Tuesday, September 11.
Place, Fulton Playhouse.
The Play, "The Gold Digger."
The Girl, every member of the
Business and Professional Women's
Club and their friends.

We have had a long vacation from
Club Activities and everyone should
be ready to take hold of this with a
vim and a determination to make it
the best theater party yet, socially
and financially.

Tickets can be exchanged on and
after September 7th.

Have You Subscribed to the ARTISTS CONCERTS and SYMPHONY SERIES for the coming season?

Note These Superb Stellar Attractions

QUEENA MARIO
Lyric-Coloratura
Soprano
TITO SCHIPA
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EMILIO DE GORGOZA
Baritone
ELENA GERHARDT
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THE DUNCAN
DANCERS
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JEANNE GORDON
Contralto
HAROLD BAUER
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PABLO CASALS
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Joint Recital

SOUSA'S BAND
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Enquire of ZANNETTE W. POTTER, Concert Manager
At Sherman Clay & Co., Oakland. Lakeside 6700.
DO IT NOW??

LADIES ATTENTION

You are most cordially invited to be present at our Opening Saturday afternoon and evening, September 8th, 1923, to inspect the latest in fall and winter millinery.

MRS. M. B. GUBER

*Tea served from
two to five.*

2419 Telegraph Avenue
Telephone Oakland 4619

AMONG OURSELVES

Have you seen Mrs. K. A. Watkins flying about in her new Studebaker? Beware of the traffic laws, Kathryn!

Miss Laura Warnock, the treasurer of the Juniors, spent last week at Willow Camp. Did you have a great time, Laura?

Did you see our Senorita Esther Hoerst's picture in the paper last Wednesday night as one of the leading spirits of the Satiro Nes? We noticed that Senorita Z. W. Potter is a member also of this women's branch of the Dons of Peralta. We translate Satiro Nes as Daughters of Satan.

Dr. Fay Morgan's talk at last Thursday's luncheon on vitamins was most enlightening. The doctor is a wholesome, interesting personality and she has her own ideas of the way to spend a sabbatical year. If you have one coming to you send a self addressed envelope to the editor of the HERALD and Dr. Morgan's plan will be sent to you.

Kindly remember, hereafter it is "Judge Spencer". Yes, we mean of dahlia fame—who was called to Santa Maria, Santa Barbara Co., recently by the Minerva Club to act in the capacity of Judge of Awards at their dahlia show. While there "Judge" Spencer was the guest of Mrs. Ethel C. Holt, whose business is raising hogs, and raising dahlias her fad and who says, if it were not for the dahlias she could not stand the hogs. It was a fine dahlia show, our own Edna M. F. S. opines, and who could be a better judge?



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QUESTIONNAIRE

Name—Whitheld.

What was your childhood ambition?

To find a corpse and get \$10.00.

Hobby? " "

Studying other people's hobbies.

If not in your present business what would you like to do?

Be the mother of ten children.

What do you dislike most to do?

To wait.

How many times have you been in love?

A continual performance and perpetual proposition.

What would you do with a million?

Try me and see.

Where did you meet him?

I didn't, he met me.

How did he escape?

He didn't. Still hoping.

Your favorite movie actor?

A flea on the hop disappearing.

Why?

Purely personal.

What do you think the Club needs most?

New Members.

TICKLISH!

This "shiekish" touch should appeal:

I felt his soft breath on my cheek,
And the gentle touch of his hand.

His very presence near me
Seemed a breeze on the desert sand.

He deftly sought my lips,
My head he did unfold,
Then he broke the silence with,
"Shall the filling be silver or gold?"

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NEW MEMBERS.

The following names have been accepted for admission into the club to be voted upon at the next regular meeting. Welcome, ladies, and let us have more new members like these:

Mary M. Campbell—
Principal Oakland School
Mrs. G. Schneider—
Ex-Secretary Camp-Fire Girl
Winifred Palmer—
La Facile Corset Co.
Maud T. Pesante—
Teacher Oakland School
Mrs. Gertrude Spears—
Manager Belcano Co.



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INTERESTING TALK ON ALASKA.

You should have heard Gladys Barndollar's informal talk on her Alaskan trip at the luncheon on Wednesday. The consensus of opinion among those present was that next to making the trip yourself was the pleasure of looking at Alaskan wonders through her eyes. And to hear a Californian burning up the adjectives describing another country is going some. Mrs. Barndollar has promised to show us, at a later date, some interesting pictures she secured on her trip.

It was interesting to hear her tell about her party being greeted by members of the Wrangell and Skagway Clubs. We who stay at home do not appreciate the benefits to be derived from belonging to the great National Federation of Business & Professional Women's Clubs as do those who journey abroad to meet sisters of the Federation wherever the city is large enough to support a club.

Mrs. Barndollar reports that the American Legion at Wrangell is sorely in need of reading matter. We are sending the Wrangell and Skagway Clubs a year's subscription to the HERALD. Take stock of your books and magazines and see what you can spare for the boys in Alaska. Leave all donations at the club rooms.

ANOTHER ROSTER

It's about time for another roster. Are your dues well paid up, club members? If so, your name will be in the next roster, but please see that your name, telephone (both home and business) and business address are correctly quoted therein. To do this leave same with Miss Wilkin at the club rooms.



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume One

Oakland, California, September 10, 1923

Number Fifteen

Every great and commanding movement in the annals of the world
is the triumph of enthusiasm.—Emerson.

LUNCHEON

Thursday, September 13, 1923, 12:15 p. m.

SPEAKER

RALPH K. RAYMOND

Auditor Equitable Life Assurance Society of New York.

Subject: "JAPAN, AS WE SEE HER NOW."

Mr. Raymond, who lived in Japan a number of years and has recently returned, will give some idea of Japan in her present series.

For the music period, MRS. HELEN N. BERGSMAN will present

JEAN CAMPBELL MACMILLIAN

University of California Extension Division for a reading.

This all sounds promising. Plates 60 cents.

Complete lines of
Curtains, Draperies,
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OUR LUNCHEONS

Can the club rooms serve you for daily lunch reasonably often? Secure guest cards at the club rooms for your friends who lunch downtown. Lunching parties most welcome—bring a group of friends and sit tete-a-tete while lunching meanwhile.

Its numbers only that will make it possible to keep the daily luncheons running.

Let's make this club enterprise pay.

CLEANLINESS

Provide facilities for personal neatness on the part of your employees. It will be reflected in the neatness of their work.

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COMMUNITY PROPERTY LAW.

Upon the death of either husband or wife, one-half of the community property belongs to the surviving spouse; the other half is subject to the testamentary disposition of the decedent, and in the absence thereof goes to the surviving spouse, subject to the provisions of section one thousand four hundred two of this Code, which reads

'Community property passing from the control of the husband, either by reason of his death or by virtue of testamentary disposition of the wife, is subject to administration, his debts, family allowance and the charges and expenses of administration; but in the event of such testamentary disposition by the wife, the husband, pending administration, shall retain the same power to sell, manage and deal with the community personal property as he had in her life-time; and his possession and control of the community property shall not be transferred to the personal representative of the wife except to the extent necessary to carry her will into effect. After forty days from the death of the wife, the surviving husband shall have full power to sell, lease, mortgage or otherwise deal with and dispose of the community real property, unless a notice is recorded in the county in which the property is situated to the effect that an interest in the property, specifying it, is claimed by another under the wife's will.

CHORAL CLUB NOTES

Our regular Monday Choral Club has been absorbed (thruout this month only) into another larger unit which rehearsed in the Y. W. C. A Auditorium on Tuesday evenings under the direction of Mr. Wallace Sabin.

Members of this choral—and there are many club members therein—please take notice of this change and meet *Tuesday night, September 11, at 7:45 sharp. NO MONDAY MEETING AS ORIGINALLY PLANNED.*

Mr. Glenn H. Woods has called an important combined rehearsal for Wednesday night at 8 o'clock in the Auditorium Theater.

Come now altogether and help Miss Potter put over the big CHORUS OF ONE THOUSAND VOICES without a hitch and with great success.

National Federation pins can be had at \$4.75 each if ten are purchased. Regular price \$5.00, if you want to be one of ten, give your name to Mrs. Bakewell.

YOUTH

In the mental plane of your heart is an evergreen tree; its name is Love. As long as it flourishes you are young, when it dies you are old. In the central place of your heart is a wireless station. As long as it receives messages of beauty, hope, cheer, grandeur, courage, and power, from the earth, from men and from the Infinite, so long you are young.

When the wires are down and all the central places of your heart are covered with snows of cynicism and the ices of pessimism, then you are grown old—even at twenty.—Exchange.

AMONG OURSELVES

Miss Georgia Maiden is leaving for an extended vacation thruout the east and southland which itinerary will include New York, Boston, New Orleans, etc.

* * *

Mrs. Grace Maletton of the Oakland Bank dropped in to say they enjoy the HERALD at the bank—of which we are glad. Thanks.

* * *

Florence Hill is back from a short vacation almost entirely well from her indisposition and will soon call her baseball nine together for strenuous practice in preparation for coming events—you will hear more of our nine later on for they will practice to win.

* * *

The Chalmers twain, Suzanne and Margaret, have returned from a two weeks' vacation spent in Los Angeles. Which same they did to the extent of 1200 miles, via the motor route, with S. M. at the wheel. And they arrived home without a blemish, except for the deep rich coat of tan, the evidence, of a good time.

* * *

Guest of honor at the special luncheon Tuesday which was held as a school of instruction on the Community Property law was Assemblyman Anna L. Saylor and special guests were Mrs. Lenore Cheaney, Miss Martha Ijams, Mrs. Geo. Rigg, and Mrs. Frances Wilson Kidd.

Mrs. Saylor and Mrs. Cheaney told of the passage of the bill through the legislature and Mrs. Frances Kidd explained its provisions. Our own club attorney, Bird M. Wilson, told how to make a legal will and Eloise Cushing, another club attorney, answered questions regarding testamentary disposition of property.

At the special request of many club members the HERALD is running the COMMUNITY PROPERTY law on the editorial page of this issue.

* * *

Mildred Mauer left for her old home in Minneapolis Thursday. Have a good time, Mildred, we shall miss you especially on the base-ball team. Pick up some new curves.

* * *

The Junior By-laws Committee met Wednesday so we shall expect them to be in full swing ere long. They may make the Seniors sit up and take notice when they get into their stride. Quien Sabe?

Miss Jean Baird is spending her vacation at Carmel. We shall expect her to be very "high-brow" on her return.

"Lest you forget, we say it."

Dues to March 1, 1924, are now due and payable, and the Club needs the money.

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Bessie Wood Gustason
(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.
Phone Lakeside 49



22ND AND SAN PABLO

A MANDY LAY

(With the Usual to Rudyard K.)

By the old Henhouse Pagoda, lookin' eastward to the sea,
There's a Plymouth Rock a-settin',
an' I know she lays for me!
For the wind is in the plane trees,
an' the pullets seem to say:
"Come you back, you poultry raiser;
watch your prize hen Mandy lay!"
Watch your good old Mandy lay
In her nest upon the hay;
Can't you 'ear the roosters crowin',
in a prideful sort o' way?
Let the fryin' squawkers play,
But old Mandy's bound to lay;
When the price goes up, by thunder,
china eggs is bound to pay!
china eggs are bound to pay!
—Clarence Mansfield Lindsay.

Don't forget to get your holder for the HERALD at \$1.25. We had to get fifty to get that price and now we must dispose of them. Sometime the entire output will be valuable.

"HALL"

GAS FURNACES

Result of 17 years' experience. A scientific heating appliance to meet every requirement.

D. H. McCorkle Mfg. Co.
Manufacturers

319-23 12th St. Oak. 5528
Made in Oakland

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Miller's Quality Ice Cream

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dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

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SOMETHING TO THINK ABOUT.

Who would not embrace an opportunity such as just transpired at 10th and Washington Streets. It is said that this property a year ago was offered for \$50,000.00. It seems at that time that there was no one who could see this property increase 100%, 200%, yea! 400%!!! This is how it happened—

The owner not getting a buyer at \$50,000.00 decided to hold it himself; three or four months ago he was offered \$175,000.00 for it. He also refused this offer and sold it two months later for \$215,000.00. In turn the buyers recently sold it for \$240,000.00.

What club member is there that would not save every dollar available if she saw another dollar earned or 100% gain by placing her dollars in such a project.

Your membership gives you this advantage and privilege. "Think it over" as Mr. Reed said during his talk at one of our luncheons. "Talk it over with someone who knows about it" as one seldom sees the full value of opportunities so close at hand.

Opportunities such as in our Holding Company are few. Take advantage of it while you can and hasten our club's great achievement.

by

JOSEPHINE McCLENEGAN.

Ring our advertising manager, Oakland 278, and arrange for a snappy ad.



Telephone Lakeside 1341

COUCHMAN & PARKER
Printers

1017 FRANKLIN STREET
Oakland, Cal.

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

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There's a reason
call at

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2419 Telegraph Avenue

See Pacific Gas Appliance Company

For your Home Comforts, Gas
Furnaces, Direct Action Ranges
Hoffman Automatic Heaters.

1533 Clay Stoeet Oakland 2481

HOTEL BELVOIR

Phone Niles 2 — Niles

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Vegetables — Home Cooking
Quiet — Rates Reasonable.

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EDITH E. MINER

MRS. DAISIE L. SHORT Insurance

The Equitable Life
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United States

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Telephone Lakeside 927

IF IT IS ABOUT GAS OR
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"PACIFIC SERVICE"



PHONE PIEDMONT 8303
Private Exchange

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CERTIFIED and
PASTEURIZED MILK

Delivered to All Parts of Oakland, Berkeley, San Leandro and Alameda
CREAMERY AND OFFICE

695 37th STREET OAKLAND, CALIF.

Melrose Branch, 1407 46th Ave.
Phone Fruitvale 51

CHEERFULNESS

If we noticed little pleasures
As we notice little pains:
If we quite forgot our losses
And remembered all our gains;
If we looked for people's virtues,
And their faults refused to see,
What a comfortable, happy,
Cheerful place this world would be.

A high-light or two from that delightful talk of Laura Bride Powers on Art last Thursday:

"Art is a democratic expression, when it departs from that it ceases to be art."

* * *

"The artist feels something, sees something; must say it, never mind how, that is art, the technic will come."

* * *

"America has many painters, but few artists."

* * *

"You can best help the artists by an etching and hanging it on the wall. The reaction is immediate."

* * *

Thank you Laura Bride Powers. You gave us something.

ANOTHER ROSTER

It's about time for another roster. Are your dues well paid up, club members? If so, your name will be in the next roster, but please see that your name, telephone (both home and business) and business address are correctly quoted therein. To do this leave same with Miss Wilkin at the club rooms.

ton J. Ferguson,
te Librarian,
ramento, California.



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, September 17, 1923

Number Sixteen

No man can be provident of his time who is not prudent
in his choice of his company.—*Selected.*

DINNER

Thursday, September 20, 1923, 6:15 p. m.

BUSINESS MEETING

SPEAKER

MISS MABLE KUSS

Manager of the Pacific Mausoleum Company whose vacation was a trip
through the Northwest Passage and into Siberia.

Compliment Miss Kuss by being present.

Music—Under the direction of MRS. HELEN BERGSMA.

Plates 75 Cents.

Complete lines of
Curtains, Draperies,
Upholstered Furniture
Lamps and Shades

The Curtain Store

520 THIRTEENTH STREET
Oakland, California



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Phone Oakland 3718

MULTIGRAPH LETTER COMPANY

329 Thirteenth St.
Oakland, Calif.

Stenographers
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CLEANLINESS

Provide facilities for personal
neatness on the part of your em-
ployees. It will be reflected in
the neatness of their work.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, Inc.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

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Single Copies.....5c per

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House Manager.....MAE B. WILKIN

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Buy your next truss, elastic
hosiery or abdominal sup-
porter from

DICKSON-BULL CO.

Ph. L. 7392. 22d & Tel. Av.
Manufacturers and Fitters
Artificial Limbs, Braces
Arch Plates



DONS OF PERALTA.

Greetings to the Dons and success to them!

While we are not bonafide members of the Dons of Per-
alta, we really belong to their organization in spirit, because
we belong to any institution that is founded for the purpose
of boosting the East Bay Region! We can't afford not to
hope for the success of any organization that aims to unify
all the elements of the east bay section and to bring about
a better spirit of working together in order to tell the state
and the world in general, in an attractive way, of our re-
sources, our enterprises, and our achievements. The goal
for membership in the Dons is 5,000. With such a huge
membership, our city will be host to thousands of out-of-
town guests during the Fiesta De La Laguna, September
24th to 29th inclusive. At that time will be staged in
Oakland, the most beautiful and spectacular festival and
pageant yet seen in the West, depicting the early Spanish
life in our picturesque California History.

All out-of-town busines women who are accepting the
invitation of the Dons are welcome to make our club rooms
their headquarters during Fiesta Week.

E. H.

S. O. S.

Time short! *Drill necessary.*
More singers needed! All this is
an appeal to every member of the
chorus of one thousand voices to
report for rehearsals this week
without fail as follows:

Tuesday evening, Sept. 18, 8 p. m.
Y. W. C. A. Oakland. Direction
Wallace Sabin.

Wednesday Evening, Sept. 19, 8
p. m., Auditorium Theater. Direc-
tion Glenn H. Woods.

Saturday Evening, Sept. 22, 8
p. m., Auditorium Arena. (Dress
rehearsal with orchestra). Direction
Glenn H. Woods.

No Club Choral for the present.

Z. W. Potter, Chairman Music F.C.

LET THESE PENETRATE!

A mule can't kick and pull at the
same time—neither can you.

A man is paid not for having
brains, but for using them.

Be loyal by recognizing mutual
interest of your company, your em-
ployer, and yourself. This applies
to your club as well.

Better is a little with content than
much with contention.

Happiness is usually found in
effort.



Telephone Lakeside 1341

COUCHMAN & PARKER
Printers

1017 FRANKLIN STREET
Oakland, Cal.

AMONG OURSELVES

Mrs. Helen S. Artieda has been appointed part time Educational Director of the San Francisco Associated Charities, in charge of seven graduates of Social Service Department of U. C. who will do practice work in San Francisco under Mrs. Artieda. Congratulations, Helen we're proud of you!

* * *

We are glad to know that Mrs. M. Bloedel Frye is recovering from her late serious illness and is again able to spend a few hours a day in her office.

* * *

Oakland Club members have been invited by the San Jose Club to attend a dinner at Hotel Vendome on Saturday evening, September 22nd. They are reserving space on the program for a speaker, a song, a stunt or anything we can bring along. Here's another chance to show San Jose how versatile we can be! Phone your reservations in to Miss Wilkin for dinner and space in a car if you are not driving your own!

* * *

Our little Anna Ihrig has returned to college. She is making a further study of applied design along with a course in out-door sketching at U. C. We notice the Ihrig Shoppe is now located on Fifteenth street. Did someone say business women had no time for study or appreciation of Art?

* * *

Mrs. Carrie Hall has been appointed chairman from our club, of a committee to greet and entertain the ladies of the Pacific Slope Dairy Show to be held in Oakland, Oct. 29th to Nov. 3rd at the Civic Auditorium. The Committee is planning luncheons, motor trips and special entertainment for these guests. Lend your support by getting in touch with Mrs. Hall for at least one luncheon or motor trip. Let's make our hospitality as widely known as are the beauties of our city!

STOP

and read every advertisement in the columns of the **Oakland Business Women's Herald!** Then give them your support, for they are the support of your publication.

La Belle Shoppe

Oakland 969 80 Grand Avenue

**Corsets, Brassieres
Hosiery, Sweaters
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2910 Telegraph Ave., Oakland, Cal.
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The Milk that gives you "Pep"
Easily Digested
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Oakland Alameda Berkeley

Bessie Wood Gustason

(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49



22ND AND SAN PABLO

HI LITES.

The Japanese does everything that we do but his manner of doing it is just reversed.

In such a catastrophe as Japan is now thrown, we would suffer much and show it, but the Japanese suffers as poignantly and does not show it.

Tokio's population is over two million in an area of 6 x 9 miles, most of which is below or on the water level on made ground. There are no substantial buildings. They cannot stand more than average earthquake shocks which are daily occurrences in Japan. Residence houses are of wood and very lightly built with no space between them, and only paths for streets.

The important thing in this great disaster is not what has happened but what will happen in the future. Every experience must bring us a lesson. This must bring us an opportunity to express ourselves as a nation to the Japanese.

—Ralph K. Raymond.



Pacific Mausoleum Co.

For information, Phone Miss Kuss, Laks. 2190
517 FIRST NATIONAL BANK
BUILDING
Oakland, California

Miller's Quality Ice Cream

Manufactured at their new half-million
dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

Telephone Oakland 111

DO YOU KNOW THAT

—The new law which went into effect last year requires that foreign-born women earn their own citizenship papers. Formerly a foreign-born woman became an American citizen when her husband was naturalized. Now women are required to pass the examination if they wish to become American citizens.

—To the credit of the foreign-born students it may be said that many of them learn to know more about the United States government than some of those who have inherited American citizenship. Some day perhaps every American citizen may find it beneficial to himself and to others to know more of his own government and of the constitution which he proposes to support.

—Let's not forget the words of our National President? "To be a good business woman, one must first be a good citizen."—Lena Lake Forrest.

—California now rivals Holland in bulb culture. It is reported that even the New York agents of Holland growers are buying California bulbs. A few years ago, practically all the bulbs used in this country were imported from Holland. Now California not only supplies all the bulbs used in this country but is invading the foreign markets as well.

—Guess we can credit some of this tremendous growth in bulb culture to our Judge Spencer!

—Six thousand Egyptian women petitioned Parliament advocating the prohibition of intoxicating liquors. The Egyptian Premier has promised to submit the petition to Parliament at the request of the American minister, J. Morton Howell.

—Who can say these old world descendants of Tututankhamen are not keeping pace with their sisters of the new world?

—A society has been formed, with headquarters in Paris, with the object of restoring and preserving the historic old homes of France. The lead was set by Dr. Carvallo, an architectural expert and art connoisseur. It is realized that the efforts of the State to keep the old chateaux, farms and cottages in repair are insufficient. The officials will include some of the foremost authorities on historic art and architecture in the country.

WHY THE "GUBER HAT"

There's a reason
call at

The Guber Hat Shoppe
2419 Telegraph Avenue

See Pacific Gas Appliance Company

*For your Home Comforts, Gas
Furnaces, Direct Action Ranges
Hoffman Automatic Heaters.*

1533 Clay Street Oakland 2481

J. H. MacLafferty Automobile Insurance

Lakeside 6610

530 Sixteenth Street

Try one of our Distilled
Water Shampoos. It will
leave your hair bright and
glossy.

Ki-Ko Hair Remover

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337 ELEVENTH STREET

Oakland 2398

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CERTIFIED and
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Delivered to All Parts of Oakland, Berkeley, San Leandro and Alameda

CREAMERY AND OFFICE

695 37th STREET . . . OAKLAND, CALIF.

Melrose Branch, 1407 46th Ave.
Phone Fruitvale 51

TICKLISH

New office boy at Bates and Borland: "I think you oughta give me a dollar extra this week, but I s'pose you wont."

Miss Chalmers: "What for?"
"For overtime, I was dreamin' about my work last night."

Englishman to American tourist after theater: "How did you enjoy the play?"

American: "Oh, I never did care for tragedy."

Englishman: "Tragedy, why that was comedy!"

"Well, they murdered it, anyway."

Miss Kruger: "So Florence King is society reporter on the HERALD. I never knew she had a nose for news!"

Miss Wilkin: "She hasn't. But she always had a wonderful ear for scandal."

The stingy farmer was scoring the hired man for carrying a lighted lantern to call on his best girl.

"The idea," he exclaimed, "When I was courtin' I never carried no lantern; I went in the dark."

"Yes," said the hired man, sadly, "and look what you got."

As Mr. Bergsma passed through his office the other day he heard the remark: "Pearl swears she's never been kissed by a man," and to which he added his comment of, "Isn't that enough to make any girl swear?"

Policeman: "Didn't you hear me call you to stop?"

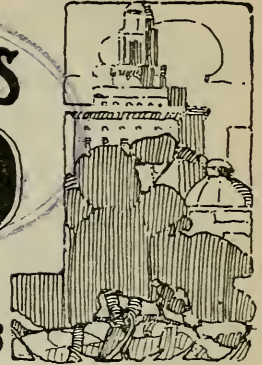
Driver: "I didn't know it was you; I thought it was someone I'd run over."

If you are not a subscriber for the Independent Woman give your name to Miss Wilkin. Our club should be 100%.

Milton J. Ferguson,
State Librarian,
Sacramento, California.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, September 24, 1923

Number Seventeen

"A sunny temper gilds the edges of life's blackest clouds."

LUNCHEON

Thursday, September 27, 1923, 12:15 p. m.

SPEAKER

MRS. JOHN W. HENDERSON

Who accompanied her husband thru the By Ways with an Indian guide will tell of their experiences in graphic fashion.

Don't fail to hear her.

Music—Songs by MRS. FRED D. KEYSER
"Indian Lullabies" and "Prayer to the gods."

Accompanist MRS. J. W. BIBBY

Plates 60 Cents.

Complete lines of
Curtains, Draperies,
Upholstered Furniture
Lamps and Shades

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

PLAY MAH JJONG

Mah Jjong party Friday evening, October 5, at 8:15. Tables for beginners, others can play for blood.

All those who will bring or loan Mah Jjong sets please notify Miss Wilkin immediately. We will need many sets. Admission 50 cents. Refreshments.

CLEANLINESS

The refreshing stimulus from the use of fresh, clean cloth towels is of even greater value in office and shop than in home.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

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LEAVEN

At this time when we are thinking of the calamity in Japan and the lesser one in Berkeley and when we are all doing what we can to alleviate distress and want, it seems fitting to consider sympathy. Some one has said "Pity is thrown at you but sympathy walks with you".

We, as business women, have practical heads and warm hearts. The exhibition of mawkish charity for the professional mendicants and of those who, without understanding, would go into the homes of the poor and the unfortunate and direct their lives leaves us cold, but the trained social worker who tries to educate the lower classes and looks after the ignorant, the sick and the unfortunate in a kindly, sane, humane way has our hearty co-operation, always. When you help one to stand on his own feet, you are doing constructive work, but when you help to convert a human being who could be a self-supporting and self-respecting person into a "leaner" you are making a grave mistake even though your motives are good.

The kind word, the warm handshake, the spirit of understanding and helpfulness seem to be the particular contribution of the business woman to daily living. Brain plus heart is a wonderful combination and is the great leavener of the world. I thank you.

F. K.

Ring our advertising manager, Oakland 278, and arrange for a snappy ad.



Telephone Lakeside 1341

COUCHMAN & PARKER
Printers

1017 FRANKLIN STREET

Oakland, Cal.

Attention, Advertisers!

It's the old, old story: one woman well satisfied tells ten others, and so it pays to advertise in a woman's magazine like the HERALD. Think this over and remember the HERALD is read by some three hundred Oaklanders—just a case of simple arithmetic. You can multiply.

ADD TO THE ROSTER

Williams, Mrs. E. A., 300 Synd. Bld.
Notary Public.....Lks. 366

AMONG OURSELVES

Heartfelt sympathy is hereby extended to Miss Clough in the recent loss of her aunt.

* * *

Will those who have not made their returns on the last Theatre Party yet, do so promptly to Mrs. Barndollar.

* * *

Did you see Eva Stromberg leave the dancing pavilion at the Niles dancing party rather mysteriously? Was the moon alluring, Eva?

* * *

That was a wonderful, illustrated lecture Miss Kuss gave us on her far Northern trip, and the members who were absent missed a delightful program. Our only regret is that she did not show us the picture where one of the Eskimos was supposedly trying to persuade her to remain permanently. Wonder if it was the same one who instructed her in their graceful native dance.

* * *

Have you seen Alice Burnell in her Parisienne blouse and striking English suit? She certainly looks stunning since returning from three months abroad! Mrs. Burnell made an extended visit with her people in Wales before going on up to London, and then talk about thrills! Think of it, she crossed the channel from London to Paris by aeroplane! She hasn't told half of what happened in gay Paree, but she must have needed something restful and quiet afterward, because she went from there on to Rome, Milan and Venice! Don't you hope we'll have a chance to hear more of Mrs. Burnell's trip, perhaps at a luncheon?

* * *

If there is any way in which we can be of service to Marie Dunlap, whose home was in that section of Berkeley now devastated by the recent fire, we shall be happy, indeed.

A shower will be given at the Club rooms Thursday, Sept. 27th for our member Miss Marie Dunlap, who lost everything in the Berkeley fire. Think of what your needs would be if you left for the office in the morning and lost everything but what you were wearing.

Elizabeth Perry was among the more fortunate as the fire was under control by the time it had reached her home and Mrs. Marcks escaped by only a few blocks.

La Belle Shoppe

Oakland 969 80 Grand Avenue

Corsets, Brassieres
Hosiery, Sweaters
Silk Underwear

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Bessie Wood Gustason

(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49



22ND AND SAN PABLO



Pacific
Mausoleum Co.

For information, Phone Miss Kuss, Laks. 2190
517 FIRST NATIONAL BANK
BUILDING
Oakland, California

DO YOU KNOW THAT

The County Federation of Women's Clubs met at the club rooms for luncheon last week. Why not more groups like this? Tell your business friends of the possibilities of a delightful time when you lunch.

* * *

Our National Club dues are again payable, and if every member will pay their own, \$1.00 on each member is a small item, but \$212.00, the number of members in good standing, is quite a burden on the Club.

* * *

About ninety club members and guests motored down to the Hotel Belvoir at Niles last Friday evening for dinner and dancing. It was a beautiful evening, the grounds were very pretty and everyone enjoyed the occasion.

* * *

We now have a Club baby, and it is a girl, of course. The proceeds of the silver collection was turned over to Miss Kruger of the Alameda Loan Association for investment, and we hope it will increase enough to start our future Club Member in business when she reaches the proper age. Everybody named the baby, and twenty-five different names were suggested, with the preference for Mary. Congratulations to our Mrs. P. A. Hassard.

HE'S NOT THE ONLY ONE

The speaker waxed eloquent, and after his peroration on women's rights, he said, "When they take our girls, as they threaten, away from the coeducational colleges, what will follow? What will follow, I repeat?"

And a loud masculine voice in the audience replied, "I will."—*Brown Bull.*

Miller's Quality Ice Cream

Manufactured at their new half-million
dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

Telephone Oakland 111

TICKLISH

Dr. Carter is quoted as saying that cigarette smoking among women promotes the growth of hair on their upper lip. A few announcements like this will accomplish more than all the moral arguments in the world.

"The boss offered me an interest in the business today."

"You don't say! Did he really?"

"He sure did. In fact, he insisted on it. He said if I didn't take an interest in the business pretty soon he'd fire me."

A colored philosopher who said this, deserves to rank with Emerson: "Life, my bredderen, am mos'ly made up of prayin' fo' rain, and den wishin' it would cl'ar off."

The only place one can work and hope to get flowers for making a mistake, is in a powder factory.—*McClary's.*

Many remedies are recommended for seasickness, but a friend of ours who has just returned from abroad says he has discovered one that is really infallible—dry land, and lots of it.

"This question seems to puzzle you."

"Not the question but the answer."—*Sondags Nisse (Stockholm).*

Mrs. Key was visiting some friends and left the following note for her nearest neighbor:

"Dear Mrs. Garrison: Would you please put out a little food for the car I have been feeding this winter? It will eat almost anything, but do not put yourself out."

The correspondent of a large business concern had been invited out to dinner by a friend. At the table the host asked him to say grace. It was a new experience, but he was not to be found wanting.

"Dear Lord," he began, "we thank thee for all thy favors of recent date. Permit us to express our heartfelt gratitude. We trust that we may continue to merit your confidence and that we shall receive many more blessing from you in the future. Amen."

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Oakland 2398

IF IT IS ABOUT GAS OR
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P.G. and E.

"PACIFIC SERVICE"

CHORAL CLUB.

The Monday evening Choral Club to convene thruout the season in our club rooms under the direction of Miss Z. W. Potter, will not resume activities until Monday night, Oct. 22. The club gave very generously of their time and talents to the success of the Festival Concert which opened Obaplesia Week so auspiciously on September 24 and now the members and leader will enjoy a short rest before resuming rehearsals upon a rather ambitious Christmas program. It is hoped the membership will be greatly augmented and that the Club will develop into one of the very best choral organizations in the whole east bay region. Plan to join the singers. Here are some reasons why you should:

1. It is a means of self expression.
2. It gives pleasure to others and to ourselves.
3. It inspires confidence and courage.
4. It helps to overcome diffidence.
5. It is a social asset.
6. It is a character builder.
7. It is a cure for care; an antidote for worry.
8. It keeps life fresh and wholesome.
9. It promotes physical health and moral force.
10. It means true fellowship, friendship and love.

EDITORS MEET.

The editorial staff meets every Wednesday evening from six to seven o'clock in the club rooms at dinner whereat every detail of the next week's issue of the HERALD is given consideration. The HERALD is a paying factor of the club and is serving the Club members in ways too numerous and obvious to mention and in the meantime saving the club some fifty dollars a month formerly expended in weekly card notices.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, October 1, 1923

Number Eighteen

The time when I am liable to be wholly wrong is when I know I am
absolutely right.—*Thomas R. Marshall.*

LUNCHEON

Thursday, October 4, 1923, 12:15 p. m.

SPEAKER

ALICE T. BURNELL

Subject—Experience of a European Globe Trotter.

Music—Community Singing. Leader, Zannette W. Potter.

Plates 60 Cents.

Living Room and Hall Furniture

We now carry a beautiful
line of furniture for the hall
and living room. Come
in and see them.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

MAH JJONG.

Don't forget the Mah Jongg party
on Oct. 5th. When the "Three
Graces" from the County Library get
up something it goes with a bang
and incidentally they are easy to
look at in their Chinese togs.

CLEANLINESS

Relieve that three o'clock fag with
the vigorous use of cold water and
a clean, fresh cloth towel; nothing
more invigorating.

**Oakland, California
Towel Company**
28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
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WOMEN'S CLUB, INC.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

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Tel. Oak. 1470.

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EDITORIAL.

To one familiar with conditions at home and abroad the question arises what is modern civilization coming to and are we meeting with any degree of success the task imposed upon us. The situation in Italy is critical; hatred, greed and racial prejudice control the hearts of people of England, France, and Germany; internal disorder is rampant in Spain; famine and woe stalk hand in hand in Japan; Russia lies like a helpless giant in its pitiful state of dissolution.

In our own wonderful country conditions are good but could stand improvement. We have unhappy farmers, mob rule in some of our states, and a condition which gives Jack Dempsey \$400,000 for four minutes' work while children in our larger cities are crying for bread.

The fundamental unit of civilization in the individual. Your life and my life, together with the millions of other lives, from the civilization of the world. In your heart lies the solution of all problems. Let us who live in this beautiful City of Oakland, in this favored land of California, pause a moment in our hurry and worry. Let us first order our lives as they should be and then spread the gospel of love for our neighborhood thru all the city. And the feeling will spread over the bounds of the city, the bounds of the State, the nation, the oceans and the continents until it has reached to the ends of the earth. And then and not till then will the problems of the earth be solved.

You should save November 1st for
the next party at the Fulton to be
given by the Holding Committee of
the Club.

You should have seen the pretty
basket of flowers sent to the club by
its new club baby, Marian Mae
Hassard? It was a beauty.



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GLADYS H. LENI-BARNDOLLAR
Phone Oakland 3718

DO YOU KNOW THAT

That you cannot afford to miss a single one of our club meetings.

* * *

Mrs. Mae Jacks and Mrs. Naylor were the guests of the Club from Kansas City last week. We hope they will remain and make Oakland their home.

* * *

That when Mrs. Henderson told at the luncheon on Thursday of an Indian with one arm and one leg who was taking care of five people and making a wonderful garden in what seemed but rock, our member Margaret Bull arose and said if she would give her the Indian's address, she would send him an artificial limb. By the way, Mrs. Henderson's all too short talk on the Indians in the out of the way places of our luncheffostarte etaoioionoinooini state was very interesting and that the Indian songs by Mrs Fred D. Keyser accompanied by Mrs. J. Bibby, were very well worth hearing.

* * *

That our president is the only woman member, and the only member from Oakland of the National Organization of Selected Morticians. Membership is only by invitation by reason of some signal service rendered that particular line of business. It seems that there was formerly a good deal of complication and delay on account of having to send for death certificates for people who died here and whose remains were shipped to other states. She conceived the idea of having a copy of the death certificate accompany the permit to ship a body, was instrumental in getting a law to that effect thru our legislature and for this service Bessie Wood Gustason was invited to join the organization. Hail, Bessie, all hail!

The club members will be pained to learn of the sudden passing of Mrs. Flora N. Knight, sister of our club member, Mrs. M. A. Bloedel-Frey, who was visiting in Lake County when the summons came.

Mrs. Knight made many acquaintances among our members, for she has frequently been a guest at the luncheons, during her visit to California.

Mrs. Frey will accompany the remains of her sister to her home in Chicago.

The Guber Hat Shoppe

Has a most complete line of fall and winter millinery. If you have not purchased your hat, come in and inspect our line. We are anxious to please.

We do remodeling.

Open Saturday evening till 9 o'clock

M. B. GUBER, PROP.

2419 Telegraph Avenue

Phone Oakland 4619 Oakland, Cal.

Bessie Wood Gustason

(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49



22ND AND SAN PABLO



Pacific Mausoleum Co.

For information, Phone Miss Kuss, Laks. 2190
517 FIRST NATIONAL BANK BUILDING
Oakland, California

OUR SAN JOSE MEETING.

The friendship meeting at San Jose, September 22nd, was a great success. San Francisco sent a delegation of thirty, the Oakland party numbered fourteen, but owing to the recent dreadful disaster in Berkeley that club was not represented.

Our hostesses received us most graciously at the Hotel Vendome. Over two hundred were seated at the beautifully decorated tables in the spacious banquet room; the menu left nothing to be desired, and the program was worth going twice the distance to hear.

Mrs. Case, a new member of the San Jose club, made the opening address, the keynote of which was loyalty, service, and keeping true to our ideals; another member rendered a group of songs which we greatly enjoyed; club yells and community singing enlivened the evening, but the greatest pleasure was Miss Jessie Ackerman's address.

For many years Miss Ackerman was a lecturer for the National W. C. T. U., she has traveled all over the world and having lived in twenty-eight countries

Her description of the Taj Mahal and the Peace monument on the border line of Chili and Argentine were marvelous word pictures; We felt as though we had companioned with the peoples of the world. It was an evening long to be remembered.

We expect Maud Fulton to speak at our luncheon, October 11th and arrangements are on way to have as our guest at the dinner on October 18th, Charlotte MacLafferty, who will speak on the business of being a Congressman's wife.

McWETHY & GREENLEAF

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Miller's Quality Ice Cream

Manufactured at their new half-million
dollar plant at

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Telephone Oakland 111

TICKLISH

Then the Storm Broke.

Hostess—"It looks like a storm; you had better stay for dinner."

Jackson—"Oh, thanks, but I don't think it's had enough for that."

A new intern in taking over a hospital ward in looking over the charts saw on many of them under the head of disease the initials G. O. K. Puzzled, he asked the head nurse, "What is this G. O. K., an epidemic?" "No," was the reply, that stands for "God only knows".

Light That Failed.

Wife—"You used to say I was the light of your life."

Hubby—"Yes, but I didn't suppose you were going to get put out at every little thing."—Philadelphia Evening Bulletin.

"Pa, what's the 'submerged tenth."

"The husbands of famous women."

Colored Chauffeur—(on a dark night to passenger) "Excuse me, sah, would yo' mind putting yo' hand out? I's gwine turn de next corner."

So It Seems.

"Bertie," said mother sorrowfully, "every time you are naughty, I get another gray hair."

"My word!" replied Bertie, "you must have been a terror. Look at grandpa!"—Pittsburgh Post.

Up to Date.

"Oh, I am going to have such a lovely wedding," cried the bride in ecstasy. "The wedding bells are to ring from FML; the radio amplifiers are being put up in the house now. We're going to get our Lohengrin from JOX, just the grandest organ, and our Mendelssohn march from KPI; there's a male quartet from LYT and a perfectly adorable symphony orchestra from OGM; the minister will pronounce us man and wife from AXR, and papa, who's on a business trip, will give me away from PQD."

"And—er—the groom?"

"Oh, Egbert has agreed to be in person if possible, but if not he'll speak his 'I will' from RRR."

Most village loafers have realized their boyish ambitions.

The Copper Shop

Copper - Antique Furniture
Baskets - Pottery and Cards
Specialties for Gifts
Christmas Cards now on Display
632 Fourteenth Street

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For your Home Comforts, Gas
Furnaces, Direct Action Ranges
Hoffman Automatic Heaters.

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Lakeside 6610
530 Sixteenth Street

Try one of our Distilled
Water Shampoos. It will
leave your hair bright and
glossy.

Ki-Ko Hair Remover

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MYSELF.

This wonderful little poem by Edgar A. Guest could well serve as a creed for any good Business Woman.

I have to live with myself, and so
I want to be fit for myself to know.
I want to be able, as days go by,
Always to look myself straight in the
eye;

I don't want to stand, with the setting sun,
And hate myself for things I've done.
I don't want to keep on a closet shelf

A lot of secrets about myself,
And fool myself, as I come and go,
Into thinking that nobody else will
know

The kind of a woman I really am;
I don't want to dress up myself in
sham.

I want to go out with my head erect,
I want to deserve all men's respect;
But here in the struggle for fame
and self

I want to be able to like myself.
I don't want to look at myself and
know

That I'm bluster and bluff and
empty show.

I can never hide myself from me;
I see what others may never see;
I know what others may never know,
I never can fool myself, and so,
Whatever happens, I want to be
Self-respecting and conscience-free.

The Federal government issued
the first Postal Cards in May, 1873.

NOTICE.

Club members, please take notice
that copies of Fred Reed's famous
five-minute talk on "MY CITY
OAKLAND" may be obtained at
the club rooms. Just ask and you
shall receive. This talk should be
an inspiration to every business
woman and every citizen who loves
the town called OAKLAND.

If you are not a subscriber for
the Independent Woman give
your name to Miss Wilkin. Our
club should be 100%.

Milton J. Ferguson,
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume One

Oakland, California, October 8, 1923

Number Nineteen

The best way to drive DRUDGERY out of your work is
to put your HEART into it.

LUNCHEON

Thursday, October 11, 1923, 12:15 p. m.

SPEAKER

MISS MAUD FULTON

Subject—"The Ways of the Theater."

Music—Special. Leader, Zannette W. Potter.

October 18th—CHARLOTTE MACLAFFERTY

Plates 60 Cents.

Living Room and Hall Furniture

We now carry a beautiful
line of furniture for the hall
and living room. Come
in and see them.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

THEATER PARTY

Save November first
for our next

THEATER PARTY

at the

FULTON THEATER
Auspices Holding Committee
of the Club

CLEANLINESS

Relieve that three o'clock fag with
the vigorous use of cold water and
a clean, fresh cloth towel; nothing
more invigorating.

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Manufacturers and Fitters
Artificial Limbs, Braces
Arch Plates



"SAFETY FIRST"

Women are more cautious than men and conse-
quently have fewer accidents, it has been found by
the Bureau of Public Safety of New York City.
Barron Collier, deputy police commissioner of New
York, says that according to the accident records far
many more men than women are involved. To
some extent this may be accounted for by the fact
that more men than women are occupied in work
that puts them in danger of being hurt in street
accidents. But in these days of women in business,
of women who run their own cars, there are almost
as many women as men on the streets and the
greater number of accidents suffered by men must
be accounted to some extent "in the character."

In 1922, for instance, of the 29,061 persons
injured in vehicular accidents in New York City,
21,006 were males and 8,055 were females. These
numbers include children and of course the daring
and venturesome spirit of city boys leads to many
an accident.

In the safety work which it is doing the Bureau
is trying especially to get the attention of pedes-
trians. This does not mean any relaxation of
discipline and punishment for the motor speed fiend.
He is taken care of in the courts and should be dealt
with most severely.

The greatest reduction of accidents since the
establishments of Bureaus of Public Safety all over
America has been among children. In Oakland, for
instance, all credit is due our fine police department
that maintains an efficient and kindly policeman at
all crossings adjacent to school buildings. These
are loved, almost revered, by thousands of young-
sters who flock to their protection as they cross the
crowded thoroughfares.

One lesson we business women can put into prac-
tice is to cease to be *jay walkers*. Even though we
land safely at our destination we have disconcerted
numerous drivers of vehicles and street cars who
are ever on the watch for the unusual movements of
pedestrians—and seriously, have we the right to
upset the system from any angle when street traffic
is one of the big problems of our city life at all
times?



GLADYS L. BARNDOLLAR

OUR FOURTH PRESIDENT

Mrs. Barndollar was elected president of the Business and Professional Women's Club in March, 1921, presiding over a membership of seventy members. In September of this year the club took possession of the present club headquarters at 1741 Broadway.

Outstanding accomplishments during Mrs. Barndollar's regime, briefly told, were the establishment of the present club headquarters at 1741 Broadway, the equipment of same and the inauguration of a daily luncheon service; the furthering of the plan for a municipal auto park; adding Junior membership to the club, the establishment of a choral club, and a score of vital, civic activities shared by other service clubs.

In March, 1922, Mrs. Barndollar was unanimously elected to serve the club for a second term. As president she attended the Chattanooga convention where her services to the club were invaluable standing as she did for certain necessary proposed amendments to the constitution of the national body of B. P. W. Co's. An innovation in the conduct of our weekly luncheons was put in operation by Mrs. Barndollar, that of selecting a chairman for each luncheon and dinner from the club membership thus giving all an opportunity to familiarize themselves with public appearance.

When Mrs. Barndollar left the office of president in March of the present year the club roster included 287 names representing many of the leading business and professional women of Oakland and vicinity.

JUNIORS.

Tuesday night the first meeting of the Juniors, since June, was called by their chairman, Ede C. Wolff. Plans were discussed for a Hal-lowe'en dance to be given in the club rooms on October 23rd. A special meeting will be held on Tuesday night, October 9th, at 7:30 in the club rooms and all the members are urged to be present, as final plans for the dance will be made.

The Guber Hat Shoppe

Has a most complete line of fall and winter millinery. If you have not purchased your hat, come in and inspect our line. We are anxious to please.

We do remodeling.

Open Saturday evening till 9 o'clock

M. B. GUBER, PROP.

2419 Telegraph Avenue

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(Bessie J. Wood)

A WOMAN UNDERTAKER

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J. H. MacLafferty Automobile Insurance

Lakeside 6610

530 Sixteenth Street



22ND AND SAN PABLO

AMONG OURSELVES

The club extends deep sympathy to Miss Margaret Pollard who has recently lost her father.

Our guests on Thursday were Miss L. M. Petralio of Kansas City and Miss May McMillan of Everett, Wash.

We were glad to welcome Mrs. M. B. Bishop who is now living in Virginia City and Mrs. Dingwall who has just returned from an extended eastern trip.

Don't forget to get a folder for your HERALDS at \$1.25. We have purchased fifty, sold twelve, and the bill is due. Nuf sed.

Get your tickets now for the Fulton party Nov. 1st. Make it a big success. Everyone will want to see Maude Fulton and ticket selling should be easy. Do your bit.

Mrs. Burnell was unable to be present on Thursday, so her talk on her European trip is a treat we have to look forward to. However, the Chamber of Commerce sent us some wonderful new Oakland pictures which are being shown throughout the East and should make many Oakland converts.

Neither was Miss Potter able to be present to lead the community singing but she sent instead a very happy substitution in Mrs. LePage, who sang a group of songs delightfully accompanied by her teacher, Mrs. Grace Le Page.

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Manufactured at their new half-million
dollar plant at

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Telephone Oakland 111

TICKLISH

The Success Family

"You have heard about the Success family," said Robert Dollar, recently. "You ought to know about its members.

"Tee father of success is Work; the mother is Ambition. The oldest son is Common Sense; the oldest daughter is Character. And the baby is Opportunity.

"There are other children, among them being Preseverance, Honesty, and Farsightedness. But the chief thing to remember is this:

"Get well acquainted with the Old Man, and you'll get along pretty well with the rest of the family."

Hiawatha (from the ads.)

By the sparkling Pluto water,
Lived the Prophylactic Chicklet—
Danderine, fair Buick's daughter,
She was loved by Instant Postum,
Son of Sunkist and Victrola;
Heir-apparent to the Mazda,
Of the tribe of Coco-Cola.
Trough the Tanlac strolled the
lovers,
Through the Shredded Wheat they
wandered—

"Lovely little Wrigley Chiclet,
Were the Fairy words of Postum,
"No Pyrene can quench the fire
Nor any Aspirin still the heartache
Oh, my Prestolite desire,
Let us marry, little Djer-kiss."

—Ex.

Sold at Last!

"Persistence in inserting the same advertisement, with no change of wording or illustration, is a trait of some advertisers.

"A prospective customer wrote to a firm whose advertisement never seemed to change:

"Have noted your picture of one pair corduroy pants in Home Magazine for past four months. More I see them better I like them. If not sold as yet, please enter my order for same."

A Thousand Pardons.

"Mrs. Youngbride (just back from honeymoon): 'Poor Bertie was so embarrassed when he went to the hotel, what do you suppose he said to the clerk? I thought I'd die! He said: 'T'd like a room with a wife for myself and bath.'"

When your hair looks dull and lifeless
And is quickly turning grey
Hasten to the KI-KO Parlors
Where we chase the signs of age away.
We will stop your hair from falling
Put the dandruff germ to flight
And bring back its old time lustre
Be the color dark or light.

Ki-Ko Hair Remover

PARLORS NO. 3
Piedmont 8765
5844 College Avenue

The Copper Shop

Copper - Antique Furniture
Baskets - Pottery and Cards
Specialties for Gifts
Christmas Cards now on Display
632 Fourteenth Street

Mrs. B. G. Whitaker Mrs. J. G. Bragdon

See Pacific Gas Appliance Company

For your Home Comforts, Gas
Furnaces, Direct Action Ranges
Hoffman Automatic Heaters.

1533 Clay Street Oakland 2481

AL. MULVANEY SIGNS

337 ELEVENTH STREET
Oakland 2398

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE

ASK THE

P.G. and E.
"PACIFIC SERVICE"

If you are not a subscriber for
the Independent Woman give
your name to Miss Wilkin. Our
club should be 100%.

LET US REJOICE!

Last week was a record breaker in Business Women's Holding Company financing. When Miss McClenagan turned in to the secretary the subscription of Mrs. Zehrens our books registered eight members holding \$500.00 blocks of stock. Now automatically follow subscriptions by Dr. Nusbaumer and Mrs. Roller, who, early in the stock selling campaign pledged themselves to increase their holdings by \$500.00 each when this point was reached. \$1500 in one week! A record even a live group of business women may well be proud of. And we must not overlook the four new \$100 subscriptions made at the last dinner.

With only a year remaining of our present lease, this increasing enthusiasm for our building project is a cause for great rejoicing, and we may well adopt the slogan, "Our next move—HOME." This means we must all work together, keeping the picture of ideal club rooms and a business building of our own, constantly before our eyes. It is a big task and one worthy of the indomitable will, the oneness of purpose and ability to see the thing and then do it of the business woman. Clubs in the East and Middle West have already accomplished this; it is most fitting that the business women of Oakland should be the leaders on the Pacific Slope.

DORA B. COOLEY.

STOP

and read every advertisement in the columns of the Oakland Business Women's Herald! Then give them your support, for they are the support of your publication.

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CALIFORNIA

Volume One

Oakland, California, October 15, 1923

Number Twenty

Don't let your cloud obscure someone else's sky.—*Selected.*

DINNER

Thursday, October 18, 1923, 6:15 p. m.

Following the business meeting

MRS. JAS. H. MACLAFFERTY

Will Be the Speaker

SUBJECT:

"The Business of Being a Congressman's Wife"

and will introduce us to the Washington she became
acquainted with during her residence there.

Mail or Phone Reservations

Plate 75c.

How would it suit you to have two dinners each month—50-50 with those
who cannot attend luncheons. This question will come up at the meeting.

A NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered without charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

Are you selling tickets
for November first

THEATER PARTY

at the

FULTON THEATER
Auspices Holding Committee
of the Club

CLEANLINESS

Relieve that three o'clock fog with
the vigorous use of cold water and
a clean, fresh cloth towel; nothing
more invigorating.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.
of Oakland, California

Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

Subscription Rate . . . \$1.00 per year
Single Copies.....5c per

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hosiery or abdominal sup-
porter from

DICKSON-BULL CO.

Ph. L. 7392, 22d & Tel. Av.
Manufacturers and Fitters
Artificial Limbs, Braces
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IT IS NOT ALWAYS EASY

To apologize

To begin over

To admit error

To be unselfish

To take advice

To be considerate

To be charitable

To keep on trying

To profit by mistakes

To forgive and forget

To think and then to act

To shoulder a deserved blame

BUT IT ALWAYS PAYS

—Selected.

STATE LIFE

LET

MISS STEPHENSON

tell you how to
take the

IF out of LIFE

305 Plaza Bldg. Lakeside 8021
or Residence Lakeside 4016

ENJOY SYMPHONY

10—CONCERTS—10

given in Oakland beginning

Saturday Night, Nov. 3, '23

Season Tickets Half-Price

SUBSCRIBE NOW

Management Zannette W. Potter
Office, Sherman, Clay & Co.

The Business Womens Herald is printed at
1017 Franklin Street, Oakland, Cal.

AMONG OURSELVES

The club acknowledges with cordial appreciation the gift of the picture made by Miss Eunice Prichard, "Bethoven's Moonlight Sonata".

At the luncheon Thursday President Gustason announced the election of Mrs. Josephine McClenegan as secretary to fill the vacancy on the board caused by the resignation of that position by Miss Ellen Smith.

Mrs. Gustason was one of the judges for the Furniture Association now in convention at San Francisco, who was asked to pass on the local furniture windows and make the award. She also spoke recently before the Nurse's Association and the Federated Clubs.

It is a pleasure to announce the election of our club member, Mrs. Elizabeth Gregg MacGibbon, as a member of the Board of Directors of the California Advertising Service Association. This is a group of advertising agencies and the election of Mrs. MacGibbon was in recognition of the work she did as chairman of committee on advertising instruction, and the effort being made to have a chair on advertising established in the University of California.

Florence B. Russell, R. N., was sent by the Public Health Center of Alameda Co. to Toronto recently to make a study of public health nursing. Good for you, Florence. Hope you had a pleasant trip.

The HERALD has offered a HERALD folder to the member in each team who sells the largest number of tickets for the Fulton Theater Party on November first. Brace up, you may win one.

Our President has promised one hundred young and beautiful maidens for the Soldiers' Ball Nov. 18. Invitation only, so get your ticket from Miss Wilkin.

The American Legion is asking for automobiles Thursday afternoon, Oct. 18 to show the veterans our beautiful city Oakland. So read up your statistics and be ready to tell them as well as show them about. Give your name to Miss Wilkin if you can entertain a group.

The Mah Jongg party last Friday evening was a social and financial success. There is some talk of having one every month this winter. What think you of the plan?

Attention, Advertisers!

It's the old, old story, one woman well satisfied tells ten others, and so it pays to advertise in a woman's magazine like the HERALD. Think this over and remember the HERALD is read by some three hundred Oaklanders—just a case of simple arithmetic. You can multiply.

SIX STORES

Bowman Drug Co.

Oakland Alameda Berkeley

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(Bessie J. Wood)

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2850 Telegraph Ave.

Phone Lakeside 49

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Lakeside 6610

530 Sixteenth Street



22ND AND SAN PABLO

CHORAL CLUB

Please keep in mind that our CHORAL CLUB is to be resumed next Monday week, October 22, at 7:30 p. m. in the club rooms. Miss Zannette W. Potter will be the director. A goodly number of the club members have already indicated to Mrs. Scarper their desire to join the choral organization but there should be more. Please invite your business and home friends to join the ranks of the singers. You know it will be mighty nice to have some good Christmas music well rendered and also on other occasions as well—and it is always a pleasure to sing, eh? So plan to give your Monday evenings over to the Choral Club. Ring Mrs. Scarper, Lks. 7070.

JUNIORS

A special meeting of the Juniors was called on Tuesday night and final arrangements were made for the Hallowe'en dance to be given on the 23rd of October. From all present indications it appears that the Juniors are going to put the dance over in fine style. Any member in the Senior Section who knows a young girl, eligible for the Juniors and who would care to come to the dance, may secure a bid for her and her escort from Miss Wilkin.

The regular meeting of the Juniors will be held on Tuesday night, October 16, at 7:30 and all the Juniors are emphatically urged to attend.

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

Miller's Quality Ice Cream

Manufactured at their new half-million
dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

Telephone Oakland 111

Joy of Life

"Joy of life seems to me to arise from a sense of being aware one belongs, of being foursquare with the life we have chosen. All the discontented people I know are trying sedulously to be something they are not, to do something they cannot do. I find men angling for money by promising to make men learned or rich overnight—by inspiring good farmers and carpenters to be poor doctors and lawyers. We try to grow poetry where plumbing would thrive grandly!—not knowing that plumbing is as important and honorable and necessary to this earth as poetry."

—From "Adventures in Friendship."

By David Grayson.

TICKLISH

One of the best things to have up your sleeve is a funny bone.

* * *

Don't expect to enjoy the cream of life if you keep your milk of human kindness all bottled up.

* * *

Tactfulness—the art of making folks 'round you think they amount to something.

* * *

Don't expect to keep ahead of your bills if you let them do all the running.

* * *

The automobile always beats the train to the crossing, barring accidents.

* * *

Teacher: Johnny, can you tell me what is wrong with this sentence? The horse and cow is in the field.

Johnny: Yes, ma'am. Ladies should come first.

* * *

"You know that excuse you told me to spring on the boss when I was late this morning?"

"Yes, I said it was a sure-fire excuse. Wasn't it?"

"It was. He sure fired me."

* * *

"Lost your job as a caddy?" said one boy.

"Yep," replied the other. "I could do the work all right, but I couldn't learn not to laugh."

When your hair looks dull and lifeless
And is quickly turning grey
Hasten to the KI-KO Parlors
Where we chase the signs of age away.
We will stop your hair from falling
Put the dandruff germ to flight
And bring back its old time lustre
Be the color dark or light.

Ki-Ko Hair Remover

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Piedmont 8765

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Copper - Antique Furniture
Baskets - Pottery and Cards
Specialties for Gifts
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337 ELEVENTH STREET

Oakland 2398

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE

ASK THE

P.G. and E.

"PACIFIC SERVICE"

If you are not a subscriber for the Independent Woman give your name to Miss Wilkin. Our club should be 100%.

REQUISITES FOR THE BUSINESS WOMEN.

Snap—To put the job over.

Sweetness—To hold and attract the help of others.

Service—To do something worth while.

Spirituality—To be above monetary conditions, as service "to the Lord and not unto men."

Sacrifice—To give of ones self or substance regardless of personal deprivation or self denial.

It's easy to cry

That you're beaten—and die;

It's easy to crawfish and crawl;

But to fight and to fight

When Hope's out of sight—

Why, that's the best game of them all

And though you come out

Of each gruelling bout

All broken and beaten and scarred

Just have one more try,

It's dead easy to die—

It's the keeping-on living that's hard!



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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, October 22, 1923

Number Twenty-One

Let every dawn of morning be to you as the beginning of life.—*Selected.*

LUNCHEON

Thursday, October 25, 1923, 12:15 p. m.

EXPERIENCE MEETING

Come early—draw a “lucky” number—and relate the funniest thing that has happened to you in the past three months.

Incidentally, *Zannette Potter* will keep some *music* going, principally in preparation for “stunts” on Oct. 30 when we go to San Francisco. Don’t miss it. Plates 60 cents.

A NEW SERVICE

Learn to make your own curtains and drapes under the guidance of our experienced instructor. This service is rendered without charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

THIS SPACE FOR SALE

To some good advertiser
Who will be first?

CLEANLINESS

Relieve that three o'clock fag with the vigorous use of cold water and a clean, fresh cloth towel; nothing more invigorating.

**Oakland, California
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porter from



DICKSON-BULL CO.
Ph. L. 7392. 22d & Tel. Av.
Manufacturers and Fitters
Artificial Limbs, Braces
Arch Plates

The Salutation of the Dawn.

Listen to the Exhortation of
the Dawn!

Look to this Day!

For it is Life, the very Life
of Life.

In its brief course lie all the
Verities and Realities of
your existence;

The Bliss of Growth,

The Glory of Action,

The Splendor of Beauty;

For Yesterday is but a Dream,

To-morrow a Vision of Hope.

Look well, therefore, to this Day!

Such is the Salutation of Dawn.

10 CENTS A DAY

Buys an

Endowment Policy

FOR \$1,000 IN THE

STATE LIFE

MISS STEPHENSON

Will Tell You How
305 PLAZA BLDG., Lake. 8021
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AMONG OURSELVES

We are invited to join with the Rotary Club Thursday noon, Nov. 1st, at the Oakland Hotel to hear Senator Johnson speak. If you wish to hear Hiram, phone or see the house manager and reservations will be made for you.

* * *

The San Francisco Business Women's Club is giving a Halloween party at their club rooms on Market Street, Tuesday evening, Oct. 30th. As large a representation of our club should attend as possible as we want to show them what a live, wide-awake, up-and-coming club ye are. We are to have a "stunt" and everything. Come along and make it a "humdinger". Hand your reservation to the house manager by Thursday of this week.

* * *

Mrs. Charlotte McLafferty, club member and wife of Congressman Jas. H. MacLafferty, certainly gave us a splendid peek at Washington life at Thursday's luncheon. Didn't it occur to you while she was speaking that a trained business woman is at home anywhere, in the home, in society, in fact, wherever she may happen to be placed.

California women are certainly well represented in Charlotte. Are we proud of her? *We'll say we are!*

* * *

The P. E. O.s under the chairmanship of Mrs. Eloise Roemer, held their monthly luncheon in our club rooms last Tuesday while entertaining one of several distinguished out-of-town guests. Miss Margaret Durward, Department of Education, Colorado Agricultural College and Assistance Dean of Faculty was the honor guest. The P. E. O.s is a secret organization composed for the most part, of women of high intellectual attainment. The charter members were a group of alumni women of the University of Iowa. The P. E. O. claims a scholarship fund of approximately \$200,000 and through this fund deserving girls are aided throughout their college courses and until they are self-supporting.

NOTICE, JUNIORS

All the juniors not present at the meeting on Tuesday evening, Oct. 16th, may receive their bids for the dance, to be given Oct. 23rd, at the Club rooms. Seniors do not forget to get your bids for your friends who are prospective juniors.

Blake's Gift Shop
IS NOW LOCATED AT
593 FIFTEENTH STREET
NEAR JEFFERSON

When you want to entertain your friends, let me
SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

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530 Sixteenth Street



22ND AND SAN PABLO

S. O. S.

**I AM THREATENED WITH
DEBTOR'S PRISON**

The HERALD staff decided to order 50 folders to hold one year's numbers of the HERALD so as to get the \$1.25 price. We have sold sixteen and the bill is now due. I stood for the bill personally and as the same is now due and I cannot pay it for obvious reasons. So do be good fellows and come to my rescue. Buy a folder and help out a fellow-member.

FLORENCE KING.

"Why it is, doctor," asked a lady of one of our club physicians "that when you doctors are ill you don't prescribe for yourselves? Is it because you doubt your own skill?"

"Not at all: but you see what a terrible blow it would be to his reputation if a doctor died when he had been treating himself. No-one would have any faith in him afterwards."

Summe Visitor—Pretty tough to be cut off from the rest of the world all winter.

Native—Just as bad for them. They can't hear from us either.—Life.

Teacher—Can you tell me, Johnny which is that useful animal to whom we not only owe the food we get, but also the boots we wear?

Johnny—Yes ma'am. That's father!

Have Pure, Cool Filtered Water
In your home or office
\$1.25 PER MONTH

DUPLEX PERCOLATOR Co.

(Josephine McClenegan)
2432 GROVE STREET
Lakeside 1102

"FIVE DAY FREE TRIAL"

Miller's Quality Ice Cream

Manufactured at their new half-million
dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

Telephone Oakland 111

WITH WOMEN'S HELP

Our people sit idly by and are ignorant of the many good bills introduced in Congress for the betterment of our people, because they are not interested and do not seek information. Hence we lack in one of the greatest privileges we have—*that of cheering the runner.* We can't all be runners, but we all can cheer those who enter the race for the good of a better world. Take time to do this.

Apropos of the above, we are wondering how many of our readers can name the laws which have been put upon our statute books by women, or by their assistance to good measures proposed by others.

For the enlightenment of those who do not know we give the following list of laws secured since the women of our State have had the right of suffrage.

(1) Industrial Welfare Commission, (2) State Training School for Girls, (3) Birth Registration, (4) Mothers' Pension Law, (5) Teachers' Pension Act, (6) Raising the age of consent, (7) Home Teachers' Bill, (8) Red Light Abatement Law, (9) Making Mother Equal Guardian with Father of Minor Children, (10) Law making Father of Illegitimate Child liable for its support, (11) Requiring Wife's signature to legalize assignment of Husband's wages, (12) Amendment to Juvenile Court Law, separating dependents from delinquents, (13) Safeguarding Educational rights and Hours of Labor for Children, (14) Establishing Civic Centers in Public School Buildings, (15) Making Women eligible to Jury service, (16) Farm for Delinquent Women, (17) Moron Colony for Southern Califor-

nia, (18) Increase in School Funds, (19) Exempting Wife's half of Community Property from Inheritance Tax, (20) Making provision for Special Education for Crippled Children, (21) Testamentary Disposition of Community Property.

JEPSON STORAGE & MOVING COMPANY 24th and Chestnut Lakeside 200

When your hair looks dull and lifeless
And is quickly turning grey
Hasten to the KI-KO Parlors
Where we chase the signs of age away.
We will stop your hair from falling
Put the dandruff germ to flight
And bring back its old time lustre
Be the color dark or light.

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IF IT IS ABOUT GAS OR
ELECTRIC SERVICE
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"PACIFIC SERVICE"

TICKLISH!

Two battered old wrecks were sitting on a bench when one remarked: "I'm a man who never took advice from anybody."

"Shake, brother," said the other, "I'm a man who followed everybody's advice."

Each child is burdened with \$96 of public debt. We've often wondered what makes a new-born infant yell.

She—So you served a long time as a missionary among the cannibals, did you? And did you convert many of them from their savage ways?

He—Yes, I taught them to eat with a fork.—London Passing Show.

Passer-by—You took a great risk rescuing my boy; you deserve a Carnegie medal. What prompted you to do it?

Boy Hero—He had my skates on!

Frank—Charlie boasts that no living man could forge his name successfully to a check and get it cashed. Has he such a very peculiar signature?

George—No; but he hasn't any money in the bank.

Doctor Kibbe—Has your husband had any lucid intervals since my last visit, Mrs. Jebbs?

Mrs. Jebbs (with dignity)—He's had nothing except what you ordered.

Irish Lawyer (addressing the bench)—Your honor, I shall first absolutely prove to the jury that the prisoner could not have committed the crime with which he is charged. If that does not convince the jury, I shall show that he was insane when he committed it. If that fails, I shall prove an alibi.—The Sphinx.

The politician who was running for re-election called upon a Quaker family and asked the wife, who came to the door, to see her husband.

"Have a seat and my husband will see thee," the Quaker lady responded.

The politician waited for several minutes, but the husband did not show up. "I thought you said your husband would see me?" he said.

"He has seen thee," responded the Quaker lady, "but he did not like thy looks so he went another way."



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OAKLAND

CALIFORNIA

Volume One

Oakland, California, October 29, 1923

Number Twenty-Two

"True wisdom is to know what is best worth knowing, and to do
what is best worth doing."

LUNCHEON

Thursday, November 1, 1923, 12:15 p. m.

INA COOLBRITH

Poet Laureate of California

and

Dean of Oakland Business Women

will be the speaker.

Miss Coolbrith will recite several of her own poems and tell
of her early struggle for recognition in the field of letters.

Do not fail to phone reservations to House Manager by Wed-
nesday. Plates 60 cents.

A NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered without charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

Whose team is ahead on
ticket sales for the

FULTON THEATER PARTY
of
NOVEMBER 1?

Better bend every effort
from now on—and you know
the winning team gets a
HERALD folder as a prize.
Come now, altogether, and
make November a gala club
night.

CLEANLINESS

Relieve that three o'clock fag with
the vigorous use of cold water and
a clean, fresh cloth towel; nothing
more invigorating.

Oakland, California Towel Company

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House Manager.....MAE B. WILKIN

JUNIOR SECTION

MISS S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

To the Members of the Club—Greetings!

Now that the busy winter season has commenced, this Club has been asked to participate in so many enterprises, and become interested in so many civic questions, that we are compelled to have an additional day occasionally for programs. Will you please watch your HERALD for these occasions?

The week of Oct. 29th to Nov. 3rd, our Club is pledged to entertainment for the wives of the men who are attending the Dairymen's Convention. This is our chance to SELL OAKLAND direct to the ladies, and all members are urged to enter gladly into the spirit of hospitality.

We are also, soon to have a report from our Survey Committee on the contemplated emergency hospital, with a view to its location, and access to districts where accidents happen most often. This report will comprise emergency stations in industrial plants, etc., and will be available for other clubs.

There will be, later, similar reports from other committees, on matters of business, or civic interest. Would you like to be on some such committee? Please let your President know.

Would you like an old-fashioned dance and sing for the Christmas holidays?

Do you want to be a do-er? Please tell your President that you do.

Cordially,

BESSIE WOOD GUSTASON.

NEW AUDITOR OF HERALD.

Miss Katherine E. Gartner has accepted the position of auditor on the HERALD staff and already her talents are being felt. Bills are being sent to each advertiser of the HERALD and henceforth the books will be kept strictly up to date. Ring Miss Gartner at Oakland 516 if she can serve you in any way with reference to your account with our little club paper

WANTED

A Gentlewoman to represent
the

STATE LIFE

In Alameda County

See MR. CATHCART
Room 305, Plaza Bldg.

MY GOALS

A little braver when the skies are gray,
 A little stronger when the road seems long,
 A little more patience through the day,
 And not so quick to magnify a wrong.
 A little kinder, both of thought and deed,
 A little gentler with the old and weak,
 Swifter to sense another's pressing need,
 And not so fast the hurtful phrase to speak.
 These are my goals—not flung beyond my power,
 Not dreams of glory, beautiful but vain,
 Not the great heights where buds of genius flower,
 But simple splendors which I ought to gain.
 These I can do and be from day to day,
 Along the humble pathway where I plod,
 So that at last when I am called away
 I need not make apologies to God.
 —Edgar A. Guest.

AMONG OURSELVES

Mrs. Schertzer spent part of her vacation in Stockton during the State convention of the W. C. T. U.

We are sorry to hear of the illness of Mrs. Magill. Trust this glorious weather has brought about complete recovery by now.

Shh-shh-sh- has anyone found out how Eva cast the mystic spell? She is said to have left the club rooms after the Junior Hallowe'en Party, with two strange gentlemen?

Many reservations have been made for the dinner Oct. 30th at the San Francisco Club. Mrs. Reid, we hear, is getting up a clever little sketch, and we expect to have a "rip-snortin'" good time.

Did you know Miss Peggy Kirsten conducts dancing classes for kiddies in our club rooms Saturday afternoons? Miss Kirsten is planning to open a Monday evening class for us grown-ups who need to be put in trim for the winter season.

Continued on page 4, column 1.

Blake's Gift Shop

IS NOW LOCATED AT
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 NEAR JEFFERSON

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 SOLVE YOUR HELP PROBLEM
 Cook Your Dinner and Serve It.
 Furnish all extra help necessary

Madelein Archer

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(Bessie J. Wood)

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Have Pure, Cool Filtered Water
 In your home or office
 \$1.25 PER MONTH
 DUPLEX PERCOLATOR Co.
 (Josephine McCleneghan)
 2432 GROVE STREET
 Lakeside 1102
 "FIVE DAY FREE TRIAL"

CLUB LUNCHEON.

Our club has invited other civic and women's clubs to join in a club luncheon Tuesday, November 6, in the club rooms for the consideration of the important question of the an Francisco-Oakland Terminal Railway Co. vs. the City government of Oakland. Mr. J. P. Potter will represent the traction company and Mr. Leon Gray, city attorney, will represent the city of Oakland. Every body come.

Inquisitive Old Lady (to World war veteran)—And did you meet with much hospitality in France?

Vet—oh, yes. I was in hospitals nearly all the time.

"It's jes like de ole proverb say, niggah. A little knowledge am a dangerous thing."

"If dat am so, then yuh sho' am totin' a big block ob dynamite aroun' on yoh neck." — Nashville Tennessean.

Friends may be true or faithless,
 Sunshine may fail or stay,
 Grief, like a shadow, linger,
 Happiness fade away,
 Fortune may frown or flicker,
 Smiles may be hard to woo;
 But keep your head uplifted,
 No matter what else you do!
 So shall you conquer always,
 So, though the way be long,
 Shall you win success worth having,
 Heart cheery and spirit strong
 Obstacles? Gaily scale them!
 Trouble? Why, just wade through!
 But keep your head uplifted,
 No matter what else you do.

Selected.

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

Miller's Quality Ice Cream

Manufactured at their new half-million
 dollar plant at

Twenty-Sixth and Chestnut Streets, Oakland

Telephone Oakland 111

AMONG OURSELVES

Don't forget to make your reservation at once for the Rotary Club Luncheon Thursday, Nov. 1, 1923, if you want to hear Hiram Johnson.

Mr. and Mrs. McLafferty sail November first for Washington by way of Panama Canal on the U. S. Transport "Grant". We are wishing them both bon voyage and continued successes in Washington!

Saturday, Nov. 3rd, the Dairymen's Convention have asked us to lunch with them at the Oakland Auditorium when they have promised to show us what can be done with dairy products. Full particulars at the luncheon next Thursday or from the house manager.

Next week, Thursday, November 1st, a delegation from our Club headed by Carrie E. Hall and including our President and others will help receive the Dairymen's wives at the Oakland Club on Montecito Ave. All others who can get away from business will please assist in this reception to visitors in our city.

Don't you think three women must have a lot of "get-up-and-get" to make up their minds to take a leave of absence from their jobs in New York and walk to California and back. No wonder they rode a large percentage of the way. Such pluck wins our hearty admiration if we are too lazy and no-account to try it ourselves.

Weren't Mrs. Blair and Ann Ryan wonderful examples of what a woman can do if they keep themselves fit physically and mentally. We all resolve to practice the daily dozen religiously and keep the corners of our mouths turned up if we have to get one of the club physicians to take a little stitch so we can have a permanent smile as well as a permanent wave.

What did you think of the three courageous girls who hiked across continent from New York? We might consider their successful trip a precedent. Certainly we have no further excuse for not being able to visit Yellowstone, Glacier and Rainier National Park. It would be a comparatively short walk for us in the west! The New York girls like Oakland so well. They have decided to spend the winter months with us.

DORA B. COOLEY

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and NOTARY

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IF IT IS ABOUT GAS OR
ELECTRIC SERVICE
ASK THE

P.G. and E.
"PACIFIC SERVICE"



LOVELY PARTY

Pumpkins and old black witches at every turn and weird ghosts hovering near added to the excitement and enjoyment of the Juniors at their first dance last Tuesday night. Not a wall flower was in sight and the music was the best obtainable—it was truly a dance that will live long in the minds of the Juniors and of the Seniors, who were 'lucky enough to be present.

The untiring efforts of the committee of active Juniors, headed by Ede Wolff, chairman, who took charge of the arrangements, were shown in the great success that the affair proved to be. If the Juniors can do as well as they did last Tuesday evening—think what they will do in the future

NEW ORDER OF THINGS

Beginning November 1, lunches will alternate with dinners at the club rooms; that is, a dinner one week and a lunch the next so that all may be able to break bread at least once a month with fellow clubmembers. Read the announcements carefully on the front page of the HERALD so that you will make no errors. The meetings are extra good lately and you won't want to miss one of them.

Appreciative Subscriber.

This from one of our good readers, Mr. Charles Smith, who not only is a subscriber to the HERALD but does us the honor to read it:

My dear Miss Potter

Thank you for instilling into the every-day humdrum of business, that inspiring touch of "The Salutation of the Dawn".

I have had it placed upon the store bulletin board so that all may feel and enjoy its spiritual uplift.

Sincerely yours,
CHARLES LEONARD SMITH.

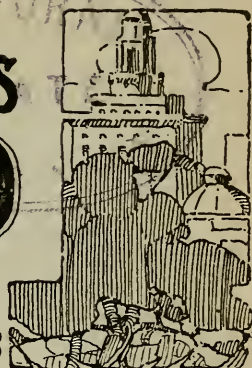
A BELATED LIMERICK

There was a young woman from
Skye
With a shape like a capital I
She said: It's too bad,
But then I can pad
Which shows you how figures can
lie."

Mrs. B. G. Whitaker.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, November 5, 1923

Number Twenty-Three

Friendship is the triple alliance of the three great powers,
Love, Sympathy and Help.

DINNER

Thursaay, November 8, 1923, 6:15 p. m.

SPEAKER

MRS. CLARE KETCHUM-TRIPP

Director of Industries, Educational Bureau,
State of Washington

SUBJECT:

THE COAL INDUSTRY FROM AN EDUCATIONAL POINT OF VIEW

We are fortunate in securing Mrs. Tripp, who is addressing the various
commercial clubs for the National Speakers' Bureau.

The members of the BERKELEY CLUB have been invited to put on
the delightful stunt they gave in San Francisco last week.

A special table is to be reserved for the members of the Junior Section.
Everybody be on hand to greet them.

It is MOST IMPORTANT that you MAIL OR PHONE
reservations early. — — — Plates 75 cents.

OUR NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered free of charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

PEG KIRSTEN

School of Dancing

Classes Saturday Afternoon
Children 2:30

Girls 3:30

Boys 4:30

Ladies' Class Monday

Evening 7:30

In Our Club Rooms

1741 BROADWAY

CLEANLINESS

Relieve that three o'clock fag with
the vigorous use of cold water and
a clean, fresh cloth towel; nothing
more invigorating.

Oakland, California
Towel Company

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

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office Dept. for entry as second class matter.

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House Manager.....MAE B. WILKIN

JUNIOR SECTION

MISS S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

INA COOLBRITH

Poet Laureate of California

The present day business woman may well profit by the words of wisdom which fell from the lips of white-haired Ina Coolbrith, whose early services to Oakland as Librarian surely entitle her to the distinction of being the dean of Oakland business women. At the Club luncheon on Thursday she said: "You have it in your own hands, whether you can go to college or not, to be what God designed you—and that is all any of us can hope to be—if you are faithful to whatever gifts you may possess. You women who work have every opportunity before you if you will only take it and use it." Miss Coolbrith went on to say that her earlier poems were written on pieces of brown paper or margins of newspapers pinned up over the sink when she would be washing dishes and cooking; an example of industry which might well be emulated by some of our modern women who think they haven't time to do what they wish to do. Such a shining example as this woman cannot help but inspire us all to do better and be more determined in seeking our chosen goal.

Miss Coolbrith, who holds the distinction of being the only woman poet laureate on record, recently had conferred upon her the degree of Master of Arts at Mills College.

M. W.

LEARN TO DANCE.

Eureka! At last we have found it! The stylish stouts are exchanging the monotony of the daily dozen for the joy of some pretty new dancing steps, and the angular ones are acquiring grace of movement in developing the new fashionable willowy figur'. If you didn't see us tripping the light fantastic last night under the direction of Peggy Kirsten, you surely missed a treat! Come up next Monday and see for yourself, you might even want to join us!

WANTED

A Gentlewoman to represent
the

STATE LIFE

In Alameda County
See MR. CATHCART
Room 305, Plaza Bldg.

AMONG OURSELVES

Have you seen Mrs. Jessen with her bobbed hair? Who will be next and will there be an epidemic?

524 Theater tickets were used at the Fulton party and many more tickets were sold which will help to pay the taxes on our lot.

The Club is to appoint a duenna to accompany Jessie Eckles when she appears in society hereafter. Be careful, Jessie.

Florence King attended the Theater Party accompanied by Probation Officer Flynn. The HERALD would like to see enough of the folders sold so that she could eat Thanksgiving Dinner at home. Have you bought one yet, \$1.25, please.

Do you know that our Gladys Barndollar was the first woman handwriting expert ever to testify in the local superior court? Mrs. Barndollar credits her ability to detect forgeries to years of experience as a teacher of penmanship and shorthand. Up to the last couple of years, she appeared in court frequently as typewriting as well as handwriting expert.

LISTEN

The only reason Miss Wilkin expects to be notified of luncheon reservations is that we may all have enough food to eat.

So, kindly take down your receiver and ring Oakland 1470 if you plan to attend any of the club dinners.

Important Announcement.

During the construction of the building adjoining the club rooms, all meetings will be dinners. Reserve Thursday evenings for your club to hear the excellent programs already scheduled.

STOP

and read every advertisement in the columns of the Oakland Business Women's Herald! Then give them your support, for they are the support of your publication.

WHAT IS SUCCESS?

When a very high-salaried official of the United States Government was asked to tell the secret of his success, he said:

"I haven't succeeded. No real man ever succeeds. There is always a larger goal ahead."

If you think you are a success, you aren't. The minute you slow down, you're slipping.

There must be a constant urge in your heart before there can be betterment in your life.

DON'T MISS

TITO SCHIPA

Lyric Tenor

2nd Concert—Artists Series

Tuesday Night, Nov. 6, 1923

Tickets \$1.00, \$1.50, \$2.00

Management Zannette W. Potter

Blake's Gift Shop

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Announces an interesting display of

EXCLUSIVE CHRISTMAS GIFTS

Gathered from Italy, France, Spain and the Gift and Art Centers

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Unusual Christmas Cards

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SOLVE YOUR HELP PROBLEM

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Furnish all extra help necessary

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Room and Breakfast

For Business Woman

On Thirty-seventh Street,

Bet. Telegraph and Grove

PHONE PIEDMONT 993-W

Bessie Wood Gustason

(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49

TICKLISH

When Cupid hits his mark, he generally Mrs. it.

"Lady, could yer gimme a quarter to get where me family is?"

"Certainly, my poor man, here's a quarter Where is your family?"

"At de movies."

Difficult Customer—"I can't remember the name of the car I want—I think it starts with 'T.'"

Exasperated Salesman—"Madam, all our cars start with gasoline."

"Can I sell you a set of Shakespeare?" asked the affable agent.

"I don't think so," replied the patient person, "but I won't say for sure. After thinking over a lot of things I've been persuaded to buy, almost anything seems possible."

"Jack's got a new siren for his car."

"Really. What became of the blonde one?"

"Mama," said a little boy, who had been sent to dry a towel before the fire, "is it done when it is brown?"

Passenger (fumbling through pockets)—"I'm afraid I've lost my ticket."

Irate Conductor—"What do you mean, lost it? You couldn't lose a ticket a yard long."

Passenger—"I couldn't, hey? Say, you don't know me. I lost a bass drum once."

"You have heard what the last witness said," persisted counsel, "and yet your evidence is to the contrary. Am I to infer that you wish to throw doubt on her veracity?"

The polite young man waved a deprecating hand.

"Not at all," he replied "I merely wish to make it clear what a liar I am if she's speaking the truth."

WHICH OF OUR JUNIORS WAS THIS?

Efficiency Expert—"You are wasting too much time on your personal appearance."

Stenographer—"It's not wasted. I've only been here six months and I'm already engaged to the junior partner."

San Francisco's Successful Hallowe'en Party

About thirty of our members enjoyed the hospitality of the San Francisco Club Tuesday evening. About two hundred and seventy-five present including forty from Berkeley and forty-seven from San Jose. Their club rooms were very effectively decorated, the hostesses being in gay costume.

The stunts were very clever and amusing; San Jose contributed a song with whistling chorus; Berkeley, a wonderful symphonic program; San Francisco, two stunts, an illustrated song and an exhibition of trained cats.

During the delicious dinner numerous stunts, songs and toasts were given. Later Rudolph Valentino and his leading lady regaled us with the fandango and the evening closed with dancing.

Incidentally the Oakland Club wore witch's hats and carried horns, serpentine around the tables singing lustily an Oakland song, tooting their own horns and distributing serpentine lavishly. Modesty forbids our comparing own stunt with the others. By the way, our song was composed by our talented Bird M. Wilson. We know that she could do almost anything and do it well but we did not know that she was a candidate for the California poet laureateship. Keep your eye on Bird.

We trust these clubs will repeat their stunts at some of our meetings so that our members may have the pleasure of seeing them. These inter-club gatherings are fine. Let's have them often. By playing together we learn better how to work together.

HISTORY

One year ago a small group of club members learned about a good buy on Webster Street. Now it is our Club property. During the year 82 members have subscribed for \$12,000 worth of stock. A record which speaks well for a group of Business women.

Why not every Club member be a stockholder? Better pay bank interest to ourselves and hasten the time when we can build an income-producing building and lunch and play in our own Club Home. Let us do our part in Oakland's growth by putting over our project—"A Woman's Building." L. S.

DORA B. COOLEY STENOGRAPHIC SERVICE NOTARY

704 EASTON BUILDING
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WHITE & POLLARD

1300 Webster Street

Furnish it at—

W. H. POLLARD CO.

320 13th Street

Equip with gas stove, washing machine and water heater at

FRANK L. POLLARD CO.

340 13th Street

IF IT IS ABOUT GAS OR ELECTRIC SERVICE

ASK THE

P.G. and E.
"PACIFIC SERVICE"



PHILOSOPHIES

Getting to the top is always uphill work.

Opportunity is waiting for you to knock.

Don't be a joker unless you can take a joke.

If compelled to bow to the inevitable, do it gracefully.

The more big things a man does, the less time he has to talk about them.

The difference between men is ordinarily not very great, but mighty important.

Regularity is an important feature of successful office work—except as to being late.

The whole world is ready to help you spend your money, but you must do your own saving.

A change of occupation is as good as a vacation—that's why the coal man sells ice in the summer.

Si Bolen sez "In sev'ral of th' European countries party lines seem to be givin' away to bread lines."

HOW ABOUT IT?

Don't criticize your neighbor's faults, no matter what they do;

Don't ridicule the masses, or malign the chosen few;

Don't think yourself the censor of the silly human flock,

And just remember as you go,
THAT ANY CHUMP CAN KNOCK.

Don't laugh at those who make mistakes or stumble by the way,

For you are apt to follow them—and almost any day.

Don't think the other's shifting sand while you are solid rock,

And don't forget, for heaven's sake,
THAT ANY CHUMP CAN KNOCK.

Don't be a puller down of fame on other men conferred;

Don't give a parting kick to one who fell because he erred;

Don't think that you are perfect and the only one in stock,

And now, once more, just bear in mind,
THAT ANY CHUMP CAN KNOCK.

e Librarian,
amento, California.



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, November 12, 1923

Number Twenty-Four

You can generally tell what a man is by what he does
when he has nothing to do.

DINNER

Thursday, November 15, 1923, 6:15 p. m.

SPEAKER.

H. A. SNOW

BIG GAME HUNTER

SUBJECT:

"Hunting Big Game in Africa with Camera and Gun."

Illustrated with the Snow-moving pictures.

There is a possibility of some of Mr. Snow's latest
scenic pictures.

MAIL OR PHONE RESERVATIONS.

PLATE — 75 Cents.

OUR NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered free of charge.

The Curtain Store

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GLADYS H. LENT-BARNDOLLAR
Phone Oakland 3718

THREE O'CLOCK

Bathe your wrists, face and back
of the neck with cold water. Dry
vigorously with fresh, clean towel.
Note the thoughts speed up.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

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House Manager.....MAE B. WILKIN

JUNIOR SECTION

Miss S. C. DE WOLFF.....Chairman

LAURIE THORNE.....Secretary

LAURA WARNOCK.....Treasurer

ADVERTISING

in the

BUSINESS WOMEN'S HERALD

The HERALD editorial staff is exceedingly grateful to its advertisers for their very generous support of our little club paper to date. But there is great need of continued support and generous support in the future. To have advertised once or *for a month* is not enough. If a firm or business has carried an ad with us they certainly have gotten *value received* for the HERALD is read and read carefully, we venture to say, by some three or four hundred different people every week and possibly more.

This is an age when the name of a business must be kept before the public—if not, one is soon forgotten.

Now that the holiday season is approaching would it not be wise to consider letting the rest of us know just what you are doing to meet the demands of Christmas shoppers—for we all shop, you know, and every store is striving to attract the public in one way or another and why not thru the medium of the HERALD. Oftentimes, we business women would patronize our club associates if we knew just what line of goods was carried and just where the place of business is. So in planning your holiday advertising budget don't fail to include the HERALD.

Begin with the *roster number* that comes out next week and continue on for the next month—it *will be an investment worth your while.*

And incidentally our little HERALD will remain self-supporting—otherwise there will be small need to exist.

BUSINESS FOR SALE

NOTION AND NOVELTY STORE
4051 Broadway

Near Technical High School

For Information Inquire of

Owner on Premises.

Have Pure, Cool Filtered Water
In your home or office
\$1.25 PER MONTH

DUPLEX PERCOLATOR Co.

(Josephine McClenegan)

2432 GROVE STREET

Lakeside 1102

"FIVE DAY FREE TRIAL"

AMONG OURSELVES

The Juniors gave a good stunt at the dinner and are planning many things for the winter. They are certainly a great addition to the Club and we look for great things from them.

Wasn't the Berkeley stunt good. Especially the leader and bugler? Our Florence Hill and Dora Cooley helped out. Show us something, please, that Florence Hill cannot do and do well!

Mrs. Myrtie H. Cobb has returned from a business trip with her husband. We missed you, Myrtie. Come as often as you can.

The Speaker on Thursday, Mrs. Clare Ketchum-Tripp was a wonderful example of how an active life keeps a woman young. She spoke of being a grandmother but it was difficult to believe. She certainly knew her subject and how to present it.

Tuesday, Nov. 13th at 12:15, the discussion between the Traction Co. and the City Fathers will be continued, as before Mr. Potter will represent the Traction Co. and Leon Gray, the City Attorney, the Council. A number of civic and other clubs are participating. Be there and bring some one with you.

Did you notice that two women were elected to the Legislature in Virginia and two women as Judges in Ohio, which with Judge Florence Allen makes three for Ohio.

What about your Christmas budget? It's almost time to consider that important document and please do not forget to allow a little space for a Christmas seal purchase! Just remember that Del Valle Farm is Alameda County's preventorium for children, predisposed to tuberculosis. The forty-five acre farm was purchased with proceeds from 1921 seal sale. First unit, which will be completed in December, is partly paid for with proceeds from 1922 sale. Funds from 1923 sale will complete payment of first unit. Maintenance for the preventorium will be provided by Community Chest. Our Dr. Nusbaumer is doing a wonderful work in the seal sale, so let's try to do our bit and buy our Christmas Seals through the club.

We are to have a Christmas Jinx at the Oakland Club, Dec. 27th and many stunts are being arranged for the occasion.

Be sure and see the beautiful Maxfield Parrish "IT IS DAY-BREAK" presented to the Club by Dr. Belle Merrill. The Club is very grateful, Belle, for your generosity.

Wasn't the MacGibbon and Watson tea last Saturday afternoon the most attractive and interesting affair you've attended in a long time? Did you know that Mrs. MacGibbon and Miss Watson are the only women on the Coast to have a complete Economics Department in connection with their agency? If we can judge the type of advertising these ladies produce by the very unique announcements of their new location, surely we shall not miss an opportunity for consultation on our next advertising. Oh, yes, and the new location! Within a stone's throw of our club building site! Isn't it marvelous the way our location is being recognized!

Mrs. Howard M. Leggett

Insurance Specialist
\$5,000 ACCIDENT POLICY for a Business Woman—\$30 a yr. This means \$5,000 Life Protection and \$25 Weekly Income, also Hospital and Surgical Benefits.

\$6 will buy \$1,000 Life Protection and \$5 Weekly Income with Hospital and Surgical Benefits.

Blake's Gift Shop

593 FIFTEENTH STREET
Announces an interesting display of EXCLUSIVE CHRISTMAS GIFTS
Gathered from Italy, France, Spain and the Gift and Art Centers of our Own Land

Unusual Christmas Cards

When you want to entertain your friends, let me

SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It, Furnish all extra help necessary

Madelein Archer

PHONE OAKLAND 1470, or
FRUITVALE 5432-W Evenings

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(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49

TICKLISH

"The slow thinkers live longest," says a prominent psychologist. Not if they cross the street.

"Define the word 'deficit'."

"A deficit is what you've got when you haven't as much as if you had nothing."

I did not leave my husband's bed and board, as it belonged to me and I took it with me and worked and kept myself.—Mrs. B. S.

A woman advertised for a caretaker for her town home, and after interviewing a large number of applicants, found one that suited her. "Thanks for giving me the job," said the man, "and might I ask you a question? You stated in the ad that you wanted a married man. Does that mean you have some work in view for my wife?"

"Oh, no," replied the woman. "I wanted a married man so as to be sure I'd get some one used to taking orders from a woman."

One great hindrance to success seems to be that industry costs so much more effort than ambition.

"I thought," said the disappointed friend, "you told me this election was going to be a walk-over."

"Well," answered the former candidate, "it was. I was the doorstep."

A clergyman about to enter a bus noticed a gentleman seated in the corner and who had celebrated rather too well.

"Do you allow drunkards in your bus?" he asked the conductor.

"Well, not as a rule," said the conductor, "but slip in quietly."

A small, hen-pecked, worried-looking man was about to take an examination for life insurance.

"You don't dissipate, do you?" asked the physician, as he made ready for tests. "Not a fast liver, or anything of that sort?"

The little man hesitated a moment, looked a bit frightened, then replied, in a small pipin voice, "I sometimes chew a little gum."

"I say, y'know, all these bills are dated months before we were married."

"Yes, darling, I know they are."

"Well, it's a bit thick to expect me to pay for the bait I was caught with."—The Passing Show (London)

TICKLISH.

(Continued from page three.)

The clock of life is wound but once,
And no man has the power
To tell just when the hands will
stop

At late or early hour.
Now is the only time you own;
Live, love, toil with a will;
Place no faith in to-morrow, for
The clock may then be still.

No man is so wise but may easily
err if he will take no other counsel
but his own.—Ben Jonson.

Who hangs himself in the chim-
ney should not complain of smoke.
—German Saying.

"Position wanted," reads an ad-
vertisement in a Shanghai news-
paper. "A young Chinese with four
years' experience in English seeks
place as a junior clerk. Salary no
object."

A detour is the longest distance
between two driven points.—Phila-
delphia Public Ledger.

The Judge—"Now are you sure
you understand the nature of an
oath?"

The Youth (scared stiff): "Sure;
ain't I yer caddy down at the links?"

Teacher of Hygiene—"Why must
we always be careful to keep our
homes clean and neat?"

Little Girl—"Because company
may walk in at any moment."—
Judge.

I am not careful for what may be
a hundred years hence. He who
governed the world before I was
born shall take care of it likewise
when I am dead. My part is to im-
prove the present moment.—John
Wesley.

SOME FOUNDATIONS

The foundation of the home is
faith; when this is lacking then
comes divorce.

The foundation of business is
faith; when lacking there is panic.

The foundation of religion is
faith; when *faith* is lacking then
creeds will follow.

If you can combine hard work
and happiness in your work, you
can ride over so-called "hard times"
and never feel a bump.—George L.
Brown.
From George L. Brown, New York,
N. Y.

DORA B. COOLEY STENOGRAPHIC SERVICE NOTARY

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Buy your home from—

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Furnish it at—

W. H. POLLARD CO.
320 13th Street

Equip with gas stove, washing
machine and water heater at
FRANK L. POLLARD CO.
340 13th Street

"IS IT YOU?"

"If you want to live in the kind
of a town
Like the kind of a town you
like,

You needn't slip your clothes
in a grip

And start on a long, long
hike.

You'll only find what you left
behind,

For there's nothing that's
really new.

It's a knock at yourself when
you knock your town.

It isn't your town—it's you!
Real towns are not made by
men afraid

Lest somebody else gets
ahead.

When everyone works and no-
body shirks

You can raise a town from
the dead.

And if while you make your
personal stake

Your neighbor can make one,
too,

Your town will be what you
want to see,

It isn't your town - it's YOU."
—Selected.

Beginning on Wednesday,
Nov. 14, I will place on
sale at The Guber Hat
Shoppe every velvet hat
at 1/2 price. (This does
not include satin hats.)
You cannot afford to
miss this opportunity of
getting a nice dress or
sport hat for 1/2 the orig-
inal price.

A REAL CLEAN-UP SALE.

Come early and get your
choice.

M. B. GUBER, Prop.
2419 Telegraph Ave.,
Oakland - - Calif.

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE

ASK THE

P.G. and E.
"PACIFIC SERVICE"





BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, November 19, 1923

Number Twenty-Five

While you're thinking about it, somebody else will do it.

DINNER

Thursday, November 22, 1923, 6:15 p. m.

SPEAKERS

MRS. ALICE T. BURNELL, Our Club Member.

HER SUBJECT:—"Europe As It Looked To Me."

In keeping with American Education Week, Nov. 18th-24th

MR. HOWARD C. WELTE

Vice Principal Technical High School

HIS SUBJECT:—"Coordination of the Home and
Business with Education."

This will be the monthly business meeting of the Club.

Phone or Mail Reservations . . . The plate 75 Cents

OUR NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered free of charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

The PHILADELPHIA SHOE CO.

Offer the Business Woman
A Real Shoe Service

COMFORT
STYLE

and CORRECT FITTING

525 14th Street

THREE O'CLOCK

Did you try the three o'clock
bracer last week? Bathe the
wrists, face and back of the
neck with cold water. Dry vig-
orously with a fresh, clean,
cloth towel. Note the difference.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

The Business and Professional Women's
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Tel. Oak. 1470.

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LET US CELEBRATE.

The third annual AMERICAN EDUCATION WEEK will be observed this year from Nov. 18th to 24th. It is to be conducted under the joint auspices of the American Legion, The National Education Association and the United States Bureau of Education. The local program is under the auspices of Oakland Post No. 5, American Legion and the Oakland Public Schools.

The observance of this week once a year is a part of the Americanization program of the American Legion. Education is one of the chief agencies for the preservation and perpetuation of Justice, Freedom and Democracy. To the end and that these salient principles might be preserved to our posterity, the cooperation of all public spirited citizens and organizations in the support of universal education is most earnestly enlisted.

The aim for this special week is:

1. To emphasize the value of education to the individual and the state.
2. To inform the public about the work of our public schools.
3. To encourage every one to seek education.

In pursuance of the policy of the club to keep informed of all civic and educational matters, Mr. H. C. Welty, local educator, has been invited to speak at the dinner on next Thursday. Plan to hear him, thus giving tangible evidence of your interest in *American Education Week*.

If you are not a subscriber for the Independent Woman give your name to Miss Wilkin

We wish to remind our fellow Club Members that the Holiday Season has arrived and cordially invite you to inspect our beautiful

ART TREASURES

which we have assembled from all parts of the world

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Residence.....Mer. 4498

Baird, Jean D.Hall of Records
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Bakewell, Edith M.320 10th St.
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Residence.....Lks. 3744

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Residence.....Ala. 2907

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Beatty, Rose E.Washington Sch.
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Bergsma, Helen N.530 Adeline St.
Pres. Superior Crm. Co.Oak. 1200
Residence.....Frtvl 2095

Bell, Mrs. Jessie E.80 Grand Ave.
Own. Ladies' Wear. Appl. Oak. 969
Residence.....Frtvl 2506-J

Beaumont, Elsie ..Vocational H. School
TeacherLake. 4782

Beaumont, Mrs. Florence. 397 61st St.
Spirella Corset Co.Pied. 6041-J

Bishop, Mary B.209 Bacon Bldg.
Sec. Treas. C. H. Min. Co. Lks. 7772

Blake, Lillian564 15th St.
Own. Blake's Gift Shop.....Oak. 1231
Residence.....Ala. 1325-W

Bloedel-Frye, M. A.1429 Brdwy
Face, Scalp, Elec. Needle.....Lks. 7664
Residence.....Thorndall 1780

Blote, Mrs. F. W.463 14th St.
Prp. Fountain Pen Shop.....O. 199
Residence.....Pied. 8926

Black, Anna320 Henshaw Bldg.
Mgr. Van Ess Hair Shop.....Oak. 170

Borland, Mrs. Sarah C.Hall Records
Social Agt. Ala. Co.Oak. 847
Residence.....Oak. 8734

Bowne, Mrs. Valentine. 1088 63rd St.
Mgr. Spirella Corset Co.Pied. 5220

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Residence.....Ala. 2765-W

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ModistePied. 8316

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Burnell, Alice T.Court House
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Casey, Elizabeth C.16th & San Pablo
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Residence.....Pied. 5480-J

Chalmers, Miss S. M. 511 Oak. Bk. Bg.
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Residence.....Oak. 6646

Chase, Doris H.401 12th St.
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Residence.....Oak. 1736

Chase, Margaret B.2608 Milvia St.
The Spirella Corset Co. Berk. 6025-W

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Residence.....Pied. 5671-W

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Residence.....Oak. 8624

Clow, Elizabeth K.1st N. Bk. Bldg.
V.-P. Weil & Clow Co.Oak. 1050
Residence.....Oak. 3978

Cobb, Myrtle H.12th & Webster
Mgr. Women's Dpt. Durant Lks. 1170

Cohan, F. Myra1449 Alice St.
Mfr. Ki-Ko Hair Remover.....Lks. 3770

Cooley, Dora B.704 Easton Bldg.
Shorthand Reporter.....Oak. 7280
Residence.....Pied. 243-W

Cronan, Abina J.City Hall
Public Health Nurse.....Lks. 3600
Residence.....Pied. 8238-W

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TeacherFrtvl 2270-W

Curtis, Mrs. D. T.144 9th St.
Realty & Investments.....Oak. 8769

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Own. Viola's Beauty Shop.....Lks. 7854
Residence.....Lks. 7980

Dingwall, Mrs. Isabel Wrigley. 116 Lake
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Dockery, Ellen G.276 41st St.
Mgr. Fabiola Hosp.Pied. 243-W
Residence.....Pied. 162

Dodds, Mrs. Florence.2040 24 Av.
TeacherFrtvl 1860-J

Dolan, Mrs. A. E.1324 Spruce
Residence.....Berk. 5022-J

Drake, Nellie M.3021 Telegraph
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Dunlap, Marie405 Federal Bldg.
Technical Surg. Laboratory.....Lks. 92

Driggs, Dorothy16th & San Pablo
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Residence.....Mer. 478

Duffield, Mrs. H. M. 609 Am. Bk. Bg.
Nurse, C. Robinson, M.D.Oak. 2430
Residence.....Pied. 6777

Dutton, May L., M. D. 1438 Madison
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Eaton, Julia P. S.1414 Myrtle
Mending & Hemstitching.....Oak. 5245
Residence.....Oak. 9055

Eckles, Jessie E.417 15th St.
Sec. Fred T. Wood.....Lks. 243
Residence.....Frtvl 1298-J

Egan, Ora215 Pantages Bldg.
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Residence.....Lks. 3768

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Chatterton Bakeries.....Oak. 1497
Residence.....Pied. 7878

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Escoffier, Victoria22nd & San Pablo
Office Manager, Bekin's.....Oak. 907
Residence.....Pied. 2621

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Residence.....Pied. 745-J

Gamble, Helena M.Peralta Apts.
Sec. Soroptimist Club.....Oak. 1282

Gambis, Helene5709 Genoa
The Spirella, Inc.Pied. 3325-W

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Gartner, Katherine E.1206 Broadway
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Residence.....Oak. 3889

Graham, Clara306 Dalziel Bldg.
Agt. Spencer Surg. Corset.....Oak. 1590

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Clerk Health Office.....Lks. 3600
Residence.....Pied. 5324

Goemmer, Antha M.507 Moraga Ave.
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Professional Pianist.....Pied. 8606

Guber, Mrs. M. B.2419 Telegraph
MillineryOak. 4619
Residence.....Pied. 8784-W

Gustason, Bessie Wood. 2850 Telegraph
UndertakerLks. 49

Hagman, Alice M.1742 Third Ave.
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Hassard, Mrs. P. A.4031 Piedmont
FloristPied. 2627
Residence.....Pied. 2132-J

Hall, Mary I.481 Stowe
Registered Nurse.....Mer. 2297

Halbert, Jane C.350 29th St.
Bacteriologist, Dr. McClurg.....Oak. 166
Residence.....Oak. 768

Hall, Mrs. Carrie E.976 28th St.
Sec. Oak-Cal. Towel Co.Oak. 883
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Dr. L. P. Adams.....Oak. 1158
Residence.....Pied. 8765

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Residence.....Pied. 5951-W

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Piedmont Beauty Parlor.....Pied. 523
Residence.....Pied. 1351-J

Hawes, Harriet E.Oak School Dept.
Supervisor of Attendance.....Lks. 4290
Residence.....Frtvl 2008

Hennings, A. E.P. O. Box 396
Sec. Kahn Bros.Lks. 1
Residence.....Lks. 3873

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Childs Dept. Ass. Cha.Lks. 7900
Residence.....Ala. 3002-W

Hoerst, Esther F.13th and Madison
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Residence.....Mer. 626

Holmes, Mrs. Martha.306 Dalziel Bldg.
Surg. Appl. & Corsets.....Oak. 1590
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Hynes, Anne M.2337 Broadway
Wright-Hurris.....Lks. 581

Ihrig, Anna1162 Broadway, Ala.
RetiredAla. 774-J

James, Mrs. Blanche T.1752 9th St.
Ex. Sec. For. Born Work.....Lks. 6571
Residence.....Oak. 4383

Jessen, Mrs. A. M.Harrison at Grand
Accountant, Frontier Press Lks. 975
Residence.....Pied. 760-W

Jones, Edna720 Syndicate Bldg.
The Multigraphing Co.Lks. 373

Kightlinger, E. Thelma 13th & Madison
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 King, Florence M. 1300 Webster
 Accountant Lks. 2700
 Kirsten, Peg B. & P. W. C.
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 Kling-Dawers Stationery Co.
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 Residence. Lks. 2906
 Kruger, Hermoine L. 563 16th St.
 Sec. Ala. Co. Loan Assn. Oak. 8500
 Residence. Ala. 3002-J
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 Pac. Mausoleum Co. Lks. 2190
 Residence. Lks. 4771
 Langdon, Florence G. R.D. 1, B. 360A
 Vedremo Goat Dairy Ftv. 1618-W
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 Long, Fannie J. 1436 Franklin
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 Lund, Louise M. 13th St.
 Treas. Curtain Store Oak. 398
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 MacGibbon Adv. Service Oak. 9293
 Residence. Mer. 1428
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 Prin. Bus. Trn. School Lks. 7310
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 Maiden, Georgia M. 420 15th St.
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 Home Lks. 3905
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 With Dr. Edwards Lks. 32
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 Matthews, Kate B. 217 Henshaw Bldg.
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 McGraw, Alva B. 18th and Poplar
 Asst. Probation Officer Lks. 209
 Residence. Oak. 5988
 McMurray, May Harrison and Grand
 Sec. The Frontier Press Lks. 975
 Meacham, Mabel K. 100 Grand
 Westgate Metal Prod. Co. Oak. 1186
 Mellon, Regina F. Hall of Records
 Residence. Pied. 4865-W
 Merrill, Dr. B. E. 685 36th St.
 Physician & Surgeon Pied. 65
 Meyer, Gussie 390 19th St.
 Mgr. Marinello Shop Oak. 5386
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 Partner Engs & Morgan Oak. 1497
 Residence. Oak. 3927
 Moore, Miss J. Florence 410 28th St.
 Asst. S. Oak. Cen. Hosp. Lks. 2540
 Morton, Grace F. 610 Syndicate Bldg.
 Multigraphing Oak. 1554
 Residence. Pied. 6223
 Moschenrose, Mme. M. L. 684 14th St.
 Prop. Salon de la Beaute Lks. 7633
 Nusbaumer, P. S., M. D. 2404 Bdway.
 Pres. West. Lab. Oak. 414
 Residence. Pied. 1973
 Odell, Mabel L. 24th & Bdway.
 Don Lee Co. Oak. 858
 Residence. S. Leandro 406-J
 Ormsby, Georgia C. 469 13th St.
 V. P. E. L. Ormsby, Inc. Lks. 4700
 Residence. Pied. 8423
 Paige, Margaret G. 1600 Clay St.
 Paige Piano Co. Oak. 6239
 Palamountain, Dr. D. 826 Walla Vista
 Physician & Surgeon Lks. 4205
 Palmer, Emily G. 103, Calif. Hall
 Dir. Research, U. of C. Berk. 7100
 Parsons, Esther 15th St.
 Residence. Mer. 1219
 Pearson, Alice M. 3rd & Franklin St.
 Private Sec. Fred W. Diehl Lks. 464
 Residence. Oak. 7894
 Pennington, Ora S. Sup. Dancing Acad. Denehy & Swan
 Perry, Marie Railroad & Kennedy Sts.
 Social Worker Ftrvl. 2300
 Residence. Ftrvl 4466-J
 Petersen, Mrs. Estelle 301 1st Nat. Bk.
 Secy. E. J. Henderson Oak. 411
 Residence. Mer. 1942
 Peterson, Laura A. 1830 7th Av.
 Teacher Mer. 2965
 Perry, Elizabeth 31st & Grove
 Hd. Social Serv. Dept. Pied. 8506
 Residence. Berk. 6963-J
 Pinkston, Mrs. Laura E. 1930 Harrison
 Dist. Mgr. Asso. Char. Lks. 7900
 Residence. Ftrvl 1396-J
 Pollard, M. G. 16th bet. San P. & Tel.
 Order Dept. E.B. Water Co. Lks. 585
 Residence. Pied. 5975
 Pomeroy, Grace 14th & Broadway
 Teller 1st Nat. Bank Lks. 8000
 Residence. Lks. 1814
 Potter, Miss Z. W. Sherman, Clay Bldg.
 Concert Manager Lks. 6700
 Residence. Lks. 765
 Power, Helen Trent 401 10th St.
 Mgr. Pub. Employ. Bureau Oak. 781
 Residence. Pied. 5658-W
 Prichard, Eunice G. 203 Am. Bk. Bldg.
 Agt. New York L. Ins. Co. Oak. 1136
 Residence. Lks. 9159
 Price, Sarah D. Hutchinson Bldg.
 Nurse Dr. L. L. Sherman Oak. 3907
 Residence. Ftrvl 2496-W
 Ratchford, May L. Capwell's
 Asst. Personnel Dept. Lks. 6240
 Residence. Lks. 6081
 Reid, Mrs. J. E. 1725 Alameda Ave.
 Stenographer Ala. 3451-J
 Ritchie, Lillie E. 1353 Park Ave.
 N. Y. Life Ins. Co. Ala. 2291-W
 Residence. Ala. 2291-W
 Roemer, Mrs. Elsie E. Oak. Hi Sch.
 Secy. Evening Hi Sch. Lks. 4290
 Residence. Pied. 4963-J
 Rogers, Mrs. Clo 14th & Broadway
 Secy Central Nat. Bank Lks. 5300
 Residence. Berk. 6174-W
 Rollar, Mrs. L. B. 484 13th St.
 Rollar's Specialty Shop Oak. 4519
 Residence. Lks. 8881
 Ryan, Ann T. City Hall
 Social Serv. Health Dept. Lks. 3600
 Residence. Mer. 880
 Shade, Nettie A. 2144 Woolsey
 Teacher, Oakland Schools. Berk. 7346
 Residence. Berk. 3941-W
 Shannon, Margaret Madison Pk. Apts.
 Registered Nurse Oak. 2825
 Shertzer, Emma S. Hall of Records
 Social Agt., Ala. Co. Oak. 847
 Residence. Oak. 4354
 Shields, Dr. Lillian Medical Bldg.
 Physician & Surgeon Oak. 7287
 Residence. Pied. 2008
 Simpson, Anna C. 236 Bacon Bldg.
 Collections Oak. 278
 Residence. Lks. 7114
 Smith, Ellen A. 371 28th St.
 Residence. Lks. 7462
 Smith, Freda 1227 Broadway
 Dept. Mgr. Edwards Jeweler Oak. 61
 Residence. Pied. 5891-W
 Smith, Laura B. Syndicate Bldg.
 Steno. Pdu. Life. Ins. Oak. 523
 Residence. Mer. 619
 Spencer, G. A. B. 1324 Weber St.
 Spencer Dahlia Gardens Ala. 2439W
 Stahl, Avis M. 55 Grand Ave.
 Owner Millinery Oak. 630
 Stromberg, Eva K. 405 Syndicate Bldg.
 Cashier Globe Indm. Co. Lks. 565
 Residence. Oak. 5049
 Sturm, Pearl 13th & Clay Sts.
 Steno. Pacific G. & E. Co. Lks. 5000
 Sund, Miss Louise H. 520 13th St.
 Trcas. The Curtain Store Oak. 398
 Swauger, Dr. Luella S. 2019 Webster
 Physician & Surgeon Oak. 4845
 Residence. Pied. 846
 Swift, May V. Hotel Claremont
 Sec. Treas. Tech Hi Sch. Berk. 9300
 Swim, Telura P. Recreation Department Mer. 4639
 Tefft, Kathryn M. 1720 Broadway
 Dept. Mgr. Appl. Dept. Oak. 1803
 Thomas, Marian A. 323 12th St.
 Accountant Oak. 5528
 Residence. Pied. 6592-J
 Tilton, Grace M. 117 Federal Bldg.
 Mgr. E. B. Employ. Bureau Oak. 247
 Walker, Margaret 814 1st Nat. Bldg.
 Steno. Breed & Burpee Oak. 3345
 Residence. Mer. 4310
 Ward, Sylvia G. 1444 San Pablo Av.
 Vogue Pleat. & Button Co. Oak. 145
 Residence. Ftrvl 4337-W
 Watkins, Kathryn A. 509 Easton Bldg.
 Office Nurse, Dr. Wakefield Oak. 2013
 Residence. Mer. 2596
 Whitaker, Mrs. B. G. 632 14th St.
 The Copper Shop Lks. 2427
 Wilkie, Eva H. 19 Grand Ave.
 Milady's Specialty Shop Oak. 6811
 Residence. Ftrvl 2782-J
 Wilkin, Mae B. 1741 Broadway
 Mgr. B. & P. W. Club Rms. Oak. 1470
 Residence. Pied. 7010-J
 Williams, Emma A. 301 Syndicate Bg.
 Gen. Insurance Lks. 366
 Residence. Pied. 7742-J
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 Attorney & Court Reporter Oak. 847
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 Dental Hygienist Oak. 3705
 Residence. Pied. 289
 Wythe, Dr. Margaret 121 E. 11th St.
 Asst. Health Dir., Oak. Pub. Schools

JUNIORS

Beaumont, Helen 397 61st St.

We are glad to welcome Georgia Hiden home from her Eastern trip. She gave us interesting glimpses of New York and the East and certainly looks handsomer and more winning than ever.

One of our physicians (No, I will not tell you which one in our club it is), with her hand on the doorknob, paused to say: "Let me know if that prescription does you any good. I am troubled now and then with rheumatism myself."

The thought came to us that it was rather dangerous to show our club members wild women of Africa. It would have been more so had it not been that they are the beasts of burden and their remuneration did not seem large. Light work and heavy salaries are what we are looking for zealously.

We are grieved to learn that our Treasurer, Margaret Chase, is expecting to move to Los Angeles. We shall meet but we shall miss her; there will be one vacant chair.

Dr. Clair Stockton leaves for Boston and Baltimore soon. She contemplates a special course at Johns Hopkins. Let us hear from you occasionally, Clair, and a pleasant and profitable trip, but don't forget to come back.

Elizabeth Clow and Marion Chalmers are selling candy (five-pound-tin for \$1.30), the proceeds to go toward Christmas boxes for those who are more unfortunate than we are. Members are not expected to apply for boxes. So, please remember to order your Holiday candy from them and help out in this way. Please don't crowd so. There will be plenty of candy but get your orders in early to avoid the rush.

The Snow pictures were certainly

593 FIFTEENTH STREET
Announces an interesting display of
EXCLUSIVE CHRISTMAS GIFTS
Gathered from Italy, France,
Spain and the Gift and Art Centers
of our Own Land
Unusual Christmas Cards

When you want to entertain
your friends, let me
SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

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FRUITVALE 5432-W Evenings**

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Fountain Pens
Automatic Pencils
Expert Repair Work
'The Fountain Pen Shop'
463 14th Street**



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1017 FRANKLIN STREET

Oakland, Cal.

Juniors—old and new members—be sure and show up at the meeting Tuesday night, Nov. 20th, at 7:30 sharp. Final plans for our plays will be made.

Deep Dilemma.

“Why is the little fellow crying?”
 “Because he can’t have a holiday.”
 “Why can’t he have a holiday?”
 “Because he doesn’t go to school yet!”

A Word Does It.

"What weeds are the easiest weeds to kill?" asked the city chap of the farmer.

"Widows' weeds," replied the farmer; "you have only to say 'wilt thou' and they wilt."

Learn how to creep; you use the same emotions in climbing.

Those who think they can't are generally right.

The road to success is seldom a straight stretch of unbroken pavement. Generally it is a succession of very bad detours.

A good point in favor of telling the truth, is you don't have to take a course in memory culture to keep track of what you have said.

The reason dictated letters sound more impressive is because a man when dictating feels free to use impressive words that he doesn't know how to spell.

Blessed are the happiness makers!

Blessed are they that remove friction, that make the courses of life smooth and the intercourse of men gentle!—*Henry Ward Beecher.*

Assoc. Mgr.	Residence	Ass't. Mgr.
Mitchell, Maud	Halls of Records	Assoc. Mgr.
Pur. Dept.	Ala. Co.	Assoc. Mgr.
Residence	Pied.	Assoc. Mgr.
Mohr, Mena C	13th & Franklin-	Assoc. Mgr.
Mrs. School of Sav	Oak. 239	Assoc. Mgr.
Residence	Ala. 4228-W	Assoc. Mgr.
Moreland, Dr.	Cassie C. 271 Bacon Bl	Assoc. Mgr.
Osteopathic Surgeon	Oak. 3522	Assoc. Mgr.
Residence	Lks. 6217	Assoc. Mgr.
Schuler, May M.	330 Dairiel Bldg.	Assoc. Mgr.
Public Steno.	Oak. 8866	Assoc. Mgr.
Residence	Mer. 430	Assoc. Mgr.
Schwartz, Louise M.	1443 Jackson	Assoc. Mgr.
Nurse	Lks. 5813	Assoc. Mgr.
Residence	Pied. 4981-W	Assoc. Mgr.
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Official Court Transcriber, Oak. 417
Residence.
Kiefer, William G. 485 Clifton
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Physician & Surgeon. Flye. 1V.
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 3105 Grove
 Fleming, Kathryn M.
 Supr. Inez Mat. San.
 Mer. 4173
 Flynn, Ella M.
 512 B'way
 Dep. Adult Pro. Officer, Oak. 931
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 Lks. 4952
 Fredericks, Melie K.
 14th and Clay
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 Residence
 Lks. 2458

Residence
Busell, Florence B. 121 E. 11th St.
Oak. 6937
Board of Education Oak. 2532
Residence
Campbell, Mary M. Campbell Sch
Teacher
Residence
Carter, M. Mande 1007 Broadway
Lks. 6604
Scalp & Facial Spec.
Berk. 4913-14
Residence

AMONG OURSELVES

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* * *

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* * *

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* * *

The Snow pictures were certainly well worth seeing. Mr. Snow gave many sidelights on life in Africa and the habits and characteristics of wild life that were very interesting. We trust that Oakland will soon have an adequate museum and Zoo so that we may become familiar with all animal and bird life. It would mean much to the children of the community, and Lakeside Park would be an ideal place for a Zoological Garden.

Blake's Gift Shop

593 FIFTEENTH STREET
Announces an interesting display of
EXCLUSIVE CHRISTMAS GIFTS
Gathered from Italy, France,
Spain and the Gift and Art Centers
of our Own Land
Unusual Christmas Cards

When you want to entertain
your friends, let me

SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

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Automatic Pencils
Expert Repair Work
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tion, that make the courses of life
smooth and the intercourse of men
gentle!—Henry Ward Beecher.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

INDIAN SUMMER.

These are the best days!
Stars were never brighter,
Hearts were never lighter,
Songs of birds and rippling brook-
lets
Never were more sweet;
There were never fairer flowers
Than those at our feet
In these fair days, these rare days,
The best days of all!

These are the best days!
Skies were never bluer,
Friends were never truer;
There was never less of sorrow,
More of joy and song,
Than we find beside our pathway
As we trudge along
In these fair days, these rare days,
The best days of all!

Thomas Curtis Clark.

TICKLISH.

Sign in an Oakland bakery:
"MA'S BAKERY."
Pop on ice."

St. Peter (to arrival in Heaven):
"How did you get here?"
"Flu."

"No man is a hero to his valet,"
remarked the ready-made philoso-
pher.

"It's not to be wondered at," re-
joined Miss Cayenne. "Anybody
who wants to be considered a hero
ought at least to be man enough to
dress himself."

Each in His Own Tongue.

The correspondent of a large
business concern had been invited
out to dinner by a friend. At the
table the host asked him to say grace.
It was a new experience, but he was
not to be found wanting.

"Dear Lord," he began, "we thank
Thee for all Thy favors of recent
date. Permit us to express our
heartfelt gratitude. We trust that
we may continue to merit Your con-
fidence and that we shall receive
many more blessings from You in
the future. Amen."

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE

ASK THE

P.G. and E.

"SACIFIC SERVICE"



PHILOSOPHIES

When business is "only fair," it's
often because the proprietor isn't
quite fair.

* * *

Faith, Industry, and Integrity are
the Big Three in the dynasty of
Good Business.

* * *

It's quite as important to be able
to suppress what you know as to be
able to express it.

* * *

A pessimist is a fellow who knows
too much about himself and too
little about other people.

* * *

A woman can learn enough be-
lieving only half what her husband
tells her—and vice versa.

* * *

Don't try to parade your virtues
unless you can get enough together
to make a respectable procession.

* * *

An example of evolution: The
gradual change of the poetry of
courtship to the prose of married
life.

* * *

The invention of the electric sign
has saved many an actor the trouble
of earning a reputation on the stage.

DORA B. COOLEY STENOGRAPHIC SERVICE NOTARY

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Phone: Oakland 7280
Res.: Piedmont 243-V

DR. W. S. BAKER Dentist

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POLLARD ROW 13th and Webster Sts.

Buy your home from—
WHITE & POLLARD
1300 Webster Street

Furnish and Decorate it at—
W. H. POLLARD CO.
320 13th Street

Equip with gas stove, washing
machine and water heater at
FRANK L. POLLARD CO.
340 13th Street

A WOMAN'S BUSINESS

It is a woman's business to
know where to buy the things
that have a full measure of value.
Our method of cutting and mak-
ing gowns and dresses meet this
requirement.

As a special business for a
short time we feature

PARTY DRESSES FOR \$25.00

Made to measure, including
material. Beautiful rich color-
ings, evening shades, in taffetas,
crepes and velvets.

Winder & Martens

537 14th St., Cor. Clay

Women have made this Ivy
Corset department the largest
and fastest growing business of
its kind in all the bay cities. It
gives us great pleasure to fea-
ture such service as one gets in

THE IVY HIP REDUCER

There is comfort in wearing
it. No stays—no bones—takes
the place of a corset. Corrects
the entire body line, reduces the
hips instantly three to five in-
ches, gives that graceful athletic
look desired by the woman who
cares.

POMIN'S IVY CORSET SHOP

537 14th St., Cor. Clay

When a woman hears of a value-
giving store she makes it her
business to investigate. If that
store backs up statements 100%
it is bound to grow. We are
selling

COATS AND WRAPS FOR 20% LESS

than regular retail selling price.
The why of it is—a mezzanine
floor, low overhead expense,
cash buying power, our own
manufacturing plant. A beauti-
ful collection of Coats from
\$27.50 up.

Our Women's Tailoring Depart-
ment may interest you.

M. DONNER

537 14th St., Cor. Clay



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, November 26, 1923

Number Twenty-Six

Be up and doing and you won't be down and out.

LUNCHEON

Wednesday, November 28, 1923, 12:15 p. m.

OUR DISTINGUISHED GUEST AND SPEAKER,

CARRIE JACOBS BOND

Well Known Composer

Whose songs have reached the human heart.

Appropriate Music—Direction, ZANNETTE W. POTTER.

That Club members may be accommodated guests will be limited to
one for each Club member.

Mail reservations at once.

60c the plate.

OUR NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor. This
service is rendered free of charge.



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Oakland, Calif.

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GLADYS H. LENT-BARNDOLLAR
Phone Oakland 3718

THREE O'CLOCK

Did you try the three o'clock
bracer last week? Bathe the
wrists, face and back of the
neck with cold water. Dry vig-
orously with a fresh, clean,
cloth towel. Note the difference.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, Inc.
of Oakland, California

Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

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House Manager.....MAE B. WILKIN

Why go without the pleasure
of sending Gifts at this joyous
Season? When you have the
Copper Shop with its beautiful
assemblage to select from.
Brasses from England, Pot-
teries and a thousand things
besides.

The COPPER SHOP

632 14th Street, Oakland

WOMAN'S PART IN THANKSGIVING DAY.

Do you know that the idea of having a national day of thanksgiving and the establishment of the same as a public holiday was the work of a woman?

This woman was Sara Josepha Hale, who, when left a widow with several small children to care for, was given charge of the Boston "Ladies' Magazine", and later became editor of (at that time) the leading woman's magazine of the world, "Godey's Lady's Book". So far as history goes Mrs. Hale was the first woman editor in the world.

She was a woman of talent and high ideals and her writings were beautiful; she devoted her talents to the intellectual advancement of women and keeping alive the spirit of national patriotism. It was she who raised the money that paid for the erection of Bunker Hill Monument.

History tells us there was no general public thanksgiving after 1628, until 1776 and 1778, when a day of public thanksgiving was declared for victories of the Continental army. In 1789 and 1795 Washington called for a national thanksgiving, and at the close of the war of 1812 another national proclamation was made.

For many years no national thanksgiving was observed; Mrs. Hale was strongly in favor of reviving the custom and set her influence to work and in 1858 succeeded in getting the governors of twenty-five states and two territories to proclaim a day of public thanksgiving; her plea for a regularly established day was kept up until 1863 when Abraham Lincoln declared a nation-wide thanksgiving for the victories of the army.

Mrs. Hale was not yet satisfied; thanks should be given for greater favors than the victories of war, she claimed, so the agitation was continued until in 1864 Mr. Lincoln promised her that while he lived and was president, he would annually proclaim the last Thursday in November a day of national thanksgiving. Ever since that time, presidents have followed the custom worked for and won by a woman and established by our martyred president.

S. S. BORLAND.

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Barker, Alice F., R. N. 3872 Cerrito Owner Home Club. Pied. 760-W	Christen, Agnes R.....1759 7th St. Realtor.....Lks. 286 Residence.....Pied. 5671-W	Graham, Mrs. M. B. City Hall Clerk Health Office. Lks. 3600 Residence.....Pied. 5324
Barmby, Mary.....Hall of Records Librarian, Co. Lib. Oak. 847 Residence.....Thornwall 426	Cheney, Anita D. Chabot Hall Oakland Public Schools. Lks. 4290 Residence.....Oak. 8624	Goemmer, Antha M. 507 Moraga Ave. Professional Pianist. Pied. 6439-J Res. Pied. 8606
Barndollar, Gladys H. 329 13th St. Multigraph Let. Co. Oak. 3718 Residence.....Mer. 1877	Clow, Elizabeth K. 1st N. Bk. Bldg. V.-P. Weil & Clow Co. Oak. 1050 Residence.....Oak. 3978	Guber, Mrs. M. B. 2419 Telegraph Millinery.....Oak. 4619 Residence.....Pied. 8784-W
Bentley, Rose E. Washington Sch School Teacher. Pied. 3257-W	Cobb, Myrtle H. 12th & Webster Mgr. Women's Dpt. Durant Lks. 1170	Gustason, Bessie Wood 2850 Telegraph Undertaker.....Lks. 49
Bergsma, Helen N. 530 Adeline St. Pres. Superior Crm. Co. Oak. 1200 Residence.....Frtvl 2095	Cohan, F. Myra.....1449 Alice St. Mr. Ki-Ko Hair Remover. Lks. 3770	Hagman, Alice M. 1742 Third Ave. Mgr. Kod. Fin. Dept., Bowman M. 773 Residence.....Frtvl 87-W
Bell, Mrs. Jessie E. 80 Grand Ave. Own. Ladies' Wear. Appl. Oak. 969 Residence.....Frtvl 2506-J	Cooley, Dora B. 704 Easton Bldg. Shorthand Reporter. Oak. 7280 Residence.....Pied. 243-W	Hassard, Mrs. P. A. 4031 Piedmont Florist.....Pied. 2627 Residence.....Pied. 2132-J
Beaumont, Elsie. Vocational H. School Teacher.....Lake. 4782	Cronan, Abina J. City Hall Public Health Nurse. Lks. 3600 Residence.....Pied. 8238-W	Hall, Mary I. 481 Stowe Registered Nurse. Mer. 2207
Beaumont, Mrs. Florence. 397 61st St. Spirella Corset Co. Pied. 6041-J	Crowley, Nell E. 1224 30th Av. Teacher.....Frtvl 2270-W	Halbert, Jane C. 350 29th St. Bacteriologist, Dr. McClurg. Oak. 166 Residence.....Oak. 768
Bishop, Mary B. 209 Bacon Bldg. Sec.-Treas. C. H. Min. Co. Lks. 7772	Curtis, Mrs. D. T. 144 9th St. Realty & Investments. Oak. 8769	Hall, Mrs. Carrie E. 976 28th St. Sec. Oak.-Cal. Towel Co. Oak. 883 Residence.....Mer. 1695
Blake, Lillian.....564 15th St. Own. Blake's Gift Shop. Oak. 1231 Residence.....Ala. 1325-W	Dingwall, Mrs. Isabel Wrigley. 116 Lake Corsetiere.....Lks. 3970	Hall, Lulu DeVine, R. N. Fed. Bldg. Dr. L. P. Adams. Oak. 1158 Residence.....Pied. 8765
Bloedel-Frye, M. A. 1429 Brdwy Face, Scalp, Elec. Needle. Lks. 7664 Residence.....Thornwall 1780	Dockery, Ellen G. 276 41st St. Mgr. Fabiola Hosp. Pied. 243-W Residence.....Pied. 162	Harris, Mrs. H. S. 1533 Clay Pacific Gas Appl. Co. Oak. 2481 Residence.....Pied. 5951-W
Blote, Mrs. F. W. 463 14th St. Prp. Fountain Pen Shop. O. 199 Residence.....Pied. 8926	Dodds, Mrs. Florence. 2040 24 Av. Teacher.....Frtvl 1860-J	Havlin, Mrs. H. D. 4198 Piedmont Piedmont Beauty Parlor. Pied. 523 Residence.....Pied. 1351-J
Borland, Mrs. Sarah C. Hall Records Social Agt. Ala. Co. Oak. 847 Residence.....Oak. 8734	Dolan, Mrs. A. E. 1324 Spruce Residence.....Berk. 5022-J	Hawes, Harriet E. Oak School Dept. Supervisor of Attendance. Lks. 4290 Residence.....Frtvl 2008
Bowne, Mrs. Valentine. 1088 63rd St. Mgr. Spirella Corset Co. Pied. 5220	Drake, Nellie M. 3021 Telegraph Own. Drake Catering Co. Pied. 865	Hennings, A. E. P. O. Box 396 Sec. Kahn Bros. Lks. 1 Residence.....Lks. 3873
Bradley, Anita E. 1528 Franklin St. Sec. H. W. McIntier Co. Oak. 2412 Residence.....Ala. 2765-W	Dunlap, Marie.....405 Federal Bldg. Technical Surg. Laboratory. Lks. 92	Hill, Florence M. City Hall, Rm. A Childs Dept. Ass. Cha. Lks. 7900 Residence.....Ala. 3002-W
Bradley, Sue M. 1301-3-5 Broadway Acct. Bowman Drug Co. Oak. 733 Residence.....Lks. 6545	Driggs, Dorothy 16th & San Pablo Sec. Am. Bnk., Notary. Oak. 4000 Residence.....Mer. 478	Hoerst, Esther F. 13th and Madison Sec. Polytechnic Col. Lks. 2500 Residence.....Mer. 626
Bragdon, Mrs. J. G. 632 14th St. Partner The Copper Shop. Lks. 2427 Residence.....Oak. 7687	Duffield, Mrs. H. M. 609 Am. Bk. Bg. Nurse, C. Robinson, M.D. Oak. 2430 Residence.....Pied. 6777	Holmes, Mrs. Martha. 306 Dalziel Bldg. Surg. Appl. & Corsets. Oak. 1590 Residence.....Pied. 7084-J
Brosnahan, Mrs. Annie. 1976 Franklin Own. Apartment House. Lks. 430	Dutton, Mary L., M.D. 1438 Madison Physician & Surgeon. Oak. 8783	Houston, Mrs. Josephine. Y.M.C.A. House Mother Y.M.C.A. Lks. 1700
Brazill, A. E. 5th & Snyder Acct. Hall, Scott Motor Co. Berk. 528 Residence.....Pied. 3454-W	Eckles, Jessie E. 417 15th St. Sec. Fred T. Wood. Lks. 243 Residence.....Frtvl 1298-J	Howard, Mabel B. 461 Bellevue China Decorator. Lks. 9016
Brenneman, Mrs. L. D. 4392 Telegraph Hemstitching.....Pied. 2099	Egan, Ora.....215 Pantages Bldg. Printing & Linotyping. Oak. 276 Residence.....Lks. 3768	Hughes, Mrs. Cora. 1305 Frtvl Av. Prp. Peerless Beauty Shop Fvl 8
Brookman, Alice M. 1515 Webster St. Exec. Sec. Y.W.C.A. Lks. 1619	Engs, Mrs. M. W. 1022 Washington Chatterton Bakeries. Oak. 1497 Residence.....Pied. 7878	Hunt, Grace M. 444 Lakeshore Blv. Psychologist.....Mer. 1461
Bryant, Mrs. Lillian. 4021 Howe Modiste.....Pied. 8316	Entriken, Elizabeth.....178 Perry St. Dental Hygienist. Oak. 6422	Hyman, Hazel.....1538 Broadway Women's Wear. Oak. 2566 Residence.....Berk. 2203-J
Bull, Marguerite A. 2216 Telegraph Mgr. Dickson-Bull Co. Lks. 7392 Residence.....Oak. 2859	Escoffier, Victoria. 22nd & San Pablo Office Manager, Bekin's. Oak. 907 Residence.....Pied. 2621	Hynes, Anne M. 2337 Broadway Wright-Burriss.....Lks. 581
Bunnell, Mrs. D. L. 2226 Telegraph Real Estate & Insurance. Berk. 287	Everett, Florence. Hall of Records Asst. Lib. Co. Library. Oak. 847 Residence.....Oak. 8621	Ihrig, Anna.....1162 Broadway, Ala. Retired.....Ala. 774-J
Burnell, Alice T. Court House Official Court Rept., Dept. 2. Oak. 847	Fahrbach, Laura. Wildwood Avenue Sec. F. C. Havens Est. Pied. 4001	James, Mrs. Blanche T. 1752 9th St. Ex. Sec. For. Born Work. Lks. 6571 Residence.....Oak. 4383
Burrell, Florence C. 511 Medical Bldg. Physiotherapist. Lks. 7190	Fake, Lena N. 1333 Broadway Sec. H. Morton Co. Oak. 384 Residence.....Pied. 715-J	Jessen, Mrs. A. M. Harrison at Grand Accountant, Frontier Press. Lks. 975 Residence.....Pied. 760-W
Bush, Dr. Alice.....5505 MacMillan Physician & Surgeon. Pied. 3267	Farnsworth, Abbie V. 17th and Clay Demonstrator, P.G. & E. Lks. 5000 Residence.....Lks. 2100	Jones, Edna.....720 Syndicate Bldg. The Multigraphing Co. Lks. 373 Residence.....Lks. 8438
Byington, Vera.....Berkeley Equit. Life Ins. Co. Berk. 4386 Residence.....Pied. 1106-W	Fenton, Mrs. E. S. 41st and Howe Fenton's Creamery.....Pied. 64	Johnson, Anna K. 1530 Broadway Owner Beauty Salon. Oak. 2889
Burr, Anna.....1721 Broadway Examiner Pub. Co. Oak. 601 Residence.....Oak. 6987	Fisher, H. Devota.....3105 Grove Pharmacist, Pub. H. C. Pied. 8505	Johnson, Jean O. 412 1st Nat. Bk. Public Steno. & Notary. Lks. 2011
Russell, Florence B. 121 E. 14th St.	Fleming, Kathryn M. 728 E. 14th St. Supt. Inez Mat. San. Mer. 4173	

ROSTER ADDITIONS

Kennedy, Ca Official C Residence	Alexander, Mrs. Grace S. 1230 E. 23rd St. Mer. 4048 Frontier Press. Lake. 975	McDonnell, Mary. 5146 Telegraph Florist, McDonnell Bros. Pied. 3466	City Hall pt. Lks. 3600 Mer. 880
Keiver, Miri Sec. Star Residence	Anderson, Florence I. 440 17th St. Exec. Sec. Eastbay Safety Council. Lake 6928	Meisner, Eva Wilkie. 19 Grand A. Milady's Specialty Shop Oak. 6811	adway & Tel. Co. Lks. 5059 tvl 3695-W
Kibbe, Mino Physician	Austin, Mrs. Marg. C. 401 15th St. Cashier Escrow Dept. Oak. Title Ins. & Guar. Co. Oak. 1572	Norton, Mrs. Elz. W. 1301-35 Bwy Bowman Drug Co. Prescription Clerk. Oak. 733	Encinal Ave. c. Ala. 314 Ala. 4105-J
Kightlinger, Ins. Poly Residence	Chalmers, Mgr. L. 706 Federal Bld. Dr. W. H. Streitmann. Lks. 63 Res. Lake. 6646	Pesante, Maude T. 1101 Lakeshore Teacher Elem. Sch. Lake. 8437 Schneider, Mrs. E. 1631 San Pab. Exec. Sec. Campfire girls Lake. 8789	Schlueter's Lks. 7070
King, Flore Acct. & W Res.	Everson, Lillie E. 1009 66th Ave. Mrs. Everson's Sanatorium Elm. 562	Todd, Mrs. Norma A. 41st & Mrkt Walnut Grove Creamery Pied 70 Res. Pied. 7842-W	ll, Health D. Lks. 3600 ied. 4981-W
Kirsten, P Residence	Fallon, Cynthia A. 503 Plaza Bld Cashier, Cont. Casualty Co. Lake. 1541 Res. Pied. 4386-J	Turner, Mrs. Mary E. 704 Easton Bldg. Office Mgr. & Pub. Steno. Edward Engs. Oak. 7280 Res. Pied. 2689-W	443 Jackson Lks. 8813
Kling, He Kling-D Residence	Geekie, Elizabeth R. 968 43rd St. Nurse. Pied. 2939-W	Watson, Kath. B. 1145 Ranleigh Way, Res. Oak. 7975 Night Chief Oper. Western Union. Lake. 6400	Dalziel Bldg. Oak. 8806 Mer. 430
Kruger, He Sec. Ala. Residence	Ingram, Mrs. E. L. 3321 Bdwy Co-partner Weaver-Wills Autos. Lks. 250 Res. Pied. 5959-J	Wood, Lulu. 801 23rd St. Home Service Rep. P. G. & E. Lake. 5000	2144 Woolsey ols. Berk. 7346 rk. 3941-W
Kuss, Mabe Pac. Mat Residence	Marquardt, Vera A. 5844 College Owner & Mgr. Ki-Ko Chemical Co. No. 3. Pied. 8765	Zehren, Mrs. Kath. 5680 San Pab Milliner. Pied. 5085-W	son Pk. Apts. Oak. 2825
Langdon, F Vedremo			all of Records Oak. 847 Oak. 4354
Lamberson, Education Residence			Medical Bldg. Oak. 7237 Pied. 200S
Lehnhardt, Hattie. 1309 Broadway Confectioner. Oak. 496 Residence. Oak. 1847	Physician & Surgeon. Lks. 4209		
Le Page, Grace. 5443 Trask Vocal Teacher. Ftrtlv 5322	Palmer, Emily G. 103, Calif. Hall Dir. Research, U. of C. Berk. 7100	Residence. 236 Bacon Bldg. Collections. Oak. 278 Residence. Lks. 7114	
Lesser, Lillian. 1538 Broadway Hyman's Women's Wear. Oak. 2566	Parsons, Esther. 15th St. Mgr. Alumni Bureau of Occup. U. C. Res. Mer. 1219	Smith, Ellen A. 371 28th St. Teacher Fremont High School Residence. Lks. 7462	
Little, Mabel. 616 Dalziel Bldg. Owner Oak. Labty. Oak. 8406 Residence. Pied. 3299-W	Pearson, Alice M. 3rd & Franklin St. Private Sec. Fred W. Diehl. Lks. 464 Residence. Oak. 7894	Smith, Freda. 1227 Broadway Dept. Mgr. Edwards Jeweler. Oak. 61 Residence. Pied. 5891-W	
Long, Fannie J. 1436 Franklin Office Mgr. A. V. Long. Lks. 3559	Pennington, Ora S. Sup. Dancing Acad. Denchey & Swan Perry, Elizabeth. 31st & Grove Hd. Social Serv. Dept. Pied. 8506 Residence. Berk. 6963-J	Spencer, G. A. B. 1324 Weber St. Spencer Dahlia Gardens. Ala. 2439W	
MacGibbon, Elizabeth G. 1004 Easton MacGibbon Adv. Service. Oak. 9293 Residence. Mer. 1428	Perry, Marie. Railroad & Kennedy Sts. Social Worker. Ftrtlv. 2300 Residence. Ftrtlv 4466-J	Stahl, Avis M. 55 Grand Ave. Owner Millinery. Oak. 630	
Madsen, Marian. 1328 Webster Prin. Bus. Trn. School. Lks. 7310 Residence. Pied. 714	Petersen, Mrs. Estelle. 301 1st Nat. Bk. Secy. E. J. Henderson. Oak. 411 Residence. Mer. 1942	Stromberg, Eva K. 405 Syndicate Bldg. Cshier Globe Indm. Co. Lks. 503 Residence. Oak. 5049	
Magill, Mrs. Annie M. 920 Syn. Bldg. Mgr. Home Ins. Co. Oak. 117	Peterson, Laura A. 1830 7th Av. Teacher. Mer. 2965	Sund, Miss Louise H. 520 13th St. Treas. The Curtain Store. Oak. 398	
Maiden, Georgia M. 420 15th St. Sec. Maiden & Rittigstein. Lks. 4300 Residence. Oak. 8435	Pinkston, Mrs. Laura E. 1930 Harrison Dist. Mgr. Asso. Char. Lks. 7900 Residence. Ftrtlv 1396-J	Swauger, Dr. Luella S. 2019 Webster Physician & Surgeon. Oak. 4845 Residence. Pied. 846	
Maletton, Grace E. 1200 Broadway Sec. Pres. Oak. Bank. Lks. 6900 Residence. Pied. 2975	Pollard, M. G. 16th bet. San P. & Tel. Order Dept. E.B. Water Co. Lks. 585 Residence. Pied. 5975	Swift, May V. Hotel Claremont Sec. Treas. Tech Hi Sch. Berk. 9300	
Marvin, Mrs. L. C. 1447 Frkin St. Prp. Marvin's Hair Str Lks. 7616 Home. Lks. 3905	Pomeroy, Grace. 14th & Broadway Teller 1st Nat. Bank. Lks. 8090 Residence. Lks. 1814	Tefft, Kathryn M. 1720 Broadway Dept. Mgr. Appl. Dept. Oak. 1803	
Marcks, Emma G. 1305 Bonita With Dr. Edwards. Lks. 32 Residence. Thorn. 3714	Potter, Miss Z. W. Sherman, Clay Bldg. Concert Manager. Lks. 6700 Residence. Lks. 765	Thomas, Marian A. 323 12th St. Accountant. Oak. 5528 Residence. Pied. 6592-J	
Matthews, Kate B. 217 Henshaw Bldg. Radiographer. Lks. 4716 Residence. Lks. 6619	Power, Helen Trent. 401 10th St. Mgr. Pub. Employ. Bureau. Oak. 781 Residence. Pied. 5658-W	Walker, Margaret. 814 1st Nat. Bldg. Steno. Breed & Burpee. Oak. 3345 Residence. Mer. 4310	
McElrath, Marion. 212 1st Nat. Bk. Sec. Wm. Cavalier Co. Lks. 780 Residence. Lks. 2943	Prichard, Eunice G. 203 Am. Bk. Bldg. Agt. New York L. Ins. Co. Oak. 1136 Residence. Lks. 9159	Ward, Sylvia G. 1444 San Pablo Av. Vogue Pleat. & Button Co. Oak. 145 Residence. Ftrtlv 4337-W	
MacLafferty, Charlotte P. 530a 16 Automobile Ins. Lks. 6610	Price, Sarah D. Hutchinsons Bldg. Nurse Dr. L. L. Sherman. Oak. 3907 Residence. Ftrtlv 2496-W	Watkins, Kathryn A. 509 Easton Bldg. Office Nurse, Dr. Wakefield. Oak. 2013 Residence. Mer. 2596	
McCleneghan, Josephine. 538 22nd St. Duplex Per Co. Lks. 1102 Residence. Oak. 1604	Ratchford, May L. Capwell's Asst. Personnel Dept. Lks. 6240 Residence. Lks. 6081	Whitaker, Mrs. B. G. 632 14th St. The Copper Shop. Lks. 2427	
McFeely, Agnes G. 2415 Telegraph Secretary. Oak. 1857	Reid, Mrs. J. G. 1725 Alameda Ave. Stenographer. Ala. 3451-J	Wilkin, Mae B. 1741 Broadway Mgr. B. & P. W. Club Rms. Oak. 1476 Residence. Pied. 7010-J	
McGraw, Elva B. 18th and Poplar Asst. Probation Officer. Lks. 209 Residence. Oak. 5988	Ritchie, Lillie E. 1353 Park Ave. N. Y. Life Ins. Co. Ala. 2291-W Residence. Ala. 2291-W	Williams, Emma A. 301 Syndicate Bg. Gen. Insurance. Lks. 366 Residence. Pied. 7742-J	
McMurray, May. Harrison and Grand Sec. The Frontier Press. Lks. 975	Roemer, Mrs. Elsie E. Oak. Hi Sch. Secy. Evening Hi Sch. Lks. 4290 Residence. Pied. 4963-J	Wilson, Bird M. Court House Attorney & Court Reporter. Oak. 847 Residence. Mer. 888	
Merrill, Dr. B. E. 685 36th St. Physician & Surgeon. Pied. 65	Rogers, Mrs. Clo. 14th & Broadway Secy Central Nat. Bank. Lks. 5300 Residence. Berk. 6174-W	Wise, Winifred Grey. 28 Craig Ave Oriental Goods, Importer. Pied. 7877	
Meyer, Gussie. 390 19th St. Mgr. Marinello Shop. Oak. 5386 Residence. Berk. 2160-J		Wright, Letitia T. 702 Oak. Bk. Bldg. Dental Hygienist. Oak. 3701 Residence. Pied. 281	
Miller, Nettie. 29th & Broadway			

Angel, Mrs. Ada.....2738 Garber Fidelity Mut. Life Ins. Berk. 6718-J Residence.....Pied. 9455-W	Campbell, Mary M.....Campbell Sch Teacher.....Lks. 3311	Frederick, Mollie K.....14th and Clay H. C. Capwell, Book Dept. Lks. 6240 Residence.....Lks. 2458
Artieda, Mrs. Helen S. 217 Dalziel Bldg. Ex. Sec. Pub. Wel. League. Oak. 2836 Residence.....Mer. 4498	Carter, M. Maude.....1007 Broadway Scalp & Facial Spec. Lks. 6604 Residence.....Berk. 4913-W	Gamb, Helene.....5709 Genoa The Spirella, Inc. Pied. 3325-W
Baird, Jean D.....Hall of Records Asst. Lib. Co. Library. Oak. 847 Residence.....Pied. 353-W	Casey, Elizabeth C. 16th & San Pablo Reg. Heald's Bus. Col. Oak. 201 Residence.....Pied. 5480-J	Garcia, Eva M.....4196 Piedmont Ave. Prof. Pianist & Teacher. Pied. 2750 Residence.....Pied. 4908
Bakewell, Edith M.....320 10th St. Cash. West. Casket Co. Oak. 1181 Residence.....Lks. 3744	Chalmers, Miss S. M. 511 Oak. Bk. Bg. Sec. Bates & Borland. Oak. 654 Residence.....Oak. 6646	Gartner, Katherine E. 1206 Broadway Acct. Breed & Bancroft. Oak. 4700 Residence.....Oak. 3889
Barber, Dr. Edna 1st Nat. Bank Bldg. Physician & Surgeon. Oak. 6016 Residence.....Ala. 2907	Chase, Margaret B. 2608 Milvia St. The Spirella Corset Co. Berk. 6025-W	Graham, Clara.....306 Dalziel Bldg. Agt. Spencer Surg. Corset. Oak. 1590
Barker, Alice F. R. N. 3872 Cerrito Owner Home Club. Pied. 760-W	Christen, Agnes R. 1759 7th St. Realtor Lks. 286 Residence.....Pied. 5671-W	Graham, Mrs. M. B. City Hall Clerk Health Office. Lks. 3600 Residence.....Pied. 5324
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Bergsma, Helen N. 530 Adeline St. Pres. Superior Crm. Co. Oak. 1200 Residence.....Frtvl 2095	Cohan, F. Myra 1449 Alice St. Mfr. Ki-Ko Hair Remover. Lks. 3770	Hagman, Alice M. 1742 Third Ave. Mgr. Kod. Fin. Dept., Bowman M. 773 Residence.....Frtvl 87-W
Bell, Mrs. Jessie E. 800 Grand Ave. Own. Ladies' Wear. Appl. Oak. 969 Residence.....Frtvl 2506-J	Cooley, Dora B. 704 Easton Bldg. Shorthand Reporter. Oak. 7280 Residence.....Pied. 243-W	Hassard, Mrs. P. A. 4031 Piedmont Florist. Pied. 2627 Residence.....Pied. 2132-J
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Beaumont, Mrs. Florence. 397 61st St. Spirella Corset Co. Pied. 6041-J	Crowley, Nell E. 1224 30th Av. Teacher. Frtvl 2270-W	Halbert, Jane C. 350 29th St. Bacteriologist, Dr. McClurg. Oak. 166 Residence.....Oak. 768
Bishop, Mary B. 209 Bacon Bldg. Sec.-Treas. C. H. Min. Co. Lks. 7772	Curtis, Mrs. D. T. 144 9th St. Realty & Investments. Oak. 8769	Hall, Mrs. Carrie E. 976 28th St. Sec. Oak.-Cal. Towel Co. Oak. 883 Residence.....Mer. 1695
Blake, Lillian 564 15th St. Own. Blake's Gift Shop. Oak. 1231 Residence.....Ala. 1325-W	Dingwall, Mrs. Isabel Wrigley. 116 Lake Corsetiere. Lks. 3970	Hall, Lulu DeVine, R. N. Fed. Bldg. Dr. L. P. Adams. Oak. 1158 Residence.....Pied. 8765
Bloedel-Frye, M. A. 1429 Brdwy Face, Scalp, Elec. Needle. Lks. 7664 Residence.....Thornwall 1780	Dockery, Ellen G. 276 41st St. Mgr. Fabiola Hosp. Pied. 243-W Residence.....Pied. 162	Harris, Mrs. H. S. 1533 Clay Pacific Gas Appl. Co. Oak. 2481 Residence.....Pied. 5951-W
Blote, Mrs. F. W. 463 14th St. Prp. Fountain Pen Shop. O. 199 Residence.....Pied. 8926	Dodds, Mrs. Florence. 2040 24 Av. Teacher. Frtvl 1860-J	Havlin, Mrs. H. D. 4198 Piedmont Piedmont Beauty Parlor. Pied. 523 Residence.....Pied. 1351-J
Borland, Mrs. Sarah C. Hall Records Social Agt. Ala. Co. Oak. 847 Residence.....Oak. 8734	Dolan, Mrs. A. E. 1324 Spruce Residence.....Berk. 5022-J	Hawes, Harriet E. Oak School Dept. Supervisor of Attendance. Lks. 4290 Residence.....Frtvl 2008
Bowne, Mrs. Valentine. 1083 63rd St. Mgr. Spirella Corset Co. Pied. 5220	Drake, Nellie M. 3021 Telegraph Own. Drake Catering Co. Pied. 865	Hennings, A. E. P. O. Box 396 Sec. Kahn Bros. Lks. 1 Residence.....Lks. 3873
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Bradley, Sue M. 1301-35 Broadway Acct. Bowman Drug Co. Oak. 733 Residence.....Lks. 6545	Driggs, Dorothy 16th & San Pablo Sec. Am. Bnk., Notary. Oak. 4000 Residence.....Mer. 478	Hoerst, Esther F. 13th and Madison Sec. Polytechnic Col. Lks. 2500 Residence.....Mer. 626
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Brazil, A. E. 5th & Snyder Acct. Hall, Scott Motor Co. Berk. 528 Residence.....Pied. 3454-W	Eckles, Jessie E. 417 15th St. Sec. Fred T. Wood. Lks. 243 Residence.....Frtvl 1298-J	Howard, Mabel B. 461 Bellevue China Decorator. Lks. 9016
Brenneman, Mrs. L. D. 4392 Telegraph Hemstitching. Pied. 2099	Egan, Ora 215 Pantages Bldg. Printing & Linotyping. Oak. 276 Residence.....Lks. 3768	Hughes, Mrs. Cora. 1305 Frtvl Av. Prp. Peerless Beauty Shop Fvl 8
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Bryant, Mrs. Lillian. 4021 Howe Modiste. Pied. 8316	Entriens, Elizabeth 178 Perry St. Dental Hygienist. Oak. 6422	Hyman, Hazel 1538 Broadway Women's Wear. Oak. 2566 Residence.....Berk. 2203-J
Bull, Marguerite A. 2216 Telegraph Mgr. Dickson-Bull Co. Lks. 7392 Residence.....Oak. 2859	Escoffier, Victoria 22nd & San Pablo Office Manager, Bekin's. Oak. 907 Residence.....Pied. 2621	Hynes, Anne M. 2337 Broadway Wright-Burris. Lks. 581
Bunnell, Mrs. D. L. 2226 Telegraph Real Estate & Insurance. Berk. 287	Everett, Florence Hall of Records Asst. Lib. Co. Library. Oak. 847 Residence.....Oak. 8621	Ihrig, Anna 1162 Broadway, Ala. Retired. Ala. 774-J
Burnell, Alice T. Court House Official Court Rept., Dept. 2. Oak. 847	Fahrback, Laura Wildwood Avenue Sec. F. C. Havens Est. Pied. 4001	James, Mrs. Blanche T. 1752 9th St. Ex. Sec. For. Born Work. Lks. 6571 Residence.....Oak. 4383
Burrell, Florence C. 511 Medical Bldg. Physiotherapist. Lks. 7190	Fake, Lena N. 1333 Broadway Sec. H. Morton Co. Oak. 384 Residence.....Pied. 715-J	Jessen, Mrs. A. M. Harrison at Grand Accountant, Frontier Press. Lks. 975 Residence.....Pied. 760-W
Bush, Dr. Alice 5505 MacMillan Physician & Surgeon. Pied. 3267	Farnsworth, Abbie V. 17th and Clay Demonstrator, P.G. & E. Lks. 5000 Residence.....Lks. 2100	Jones, Edna 720 Syndicate Bldg. The Multigraphing Co. Lks. 373 Residence.....Lks. 8438
Gyngton, Vera Berkeley Equit. Life Ins. Co. Berk. 4386 Residence.....Pied. 1106-W	Fenton, Mrs. E. S. 41st and Howe Fenton's Creamery. Pied. 64	Johnson, Anna K. 1530 Broadway Owner, Beauty Salon. Oak. 2889
Burr, Anna 1721 Broadway Examiner Pub. Co. Oak. 601 Residence.....Oak. 6987	Fisher, H. Devota 3105 Grove Pharmacist, Pub. H. C. Pied. 8505	Johnson, Jean O. 412 1st Nat. Bk. Public Steno. & Notary. Lks. 2011
Russell, Florence R. 121 E. 14th St.	Fleming, Kathryn M. 728 E. 14th St. Supt. Inez Mat. San. Mer. 4173	

Kennedy, Carrie P.....Court House
Official Court Transcriber.....Oak. 847
Residence.....Lks. 4910

Keiver, Miriam G.485 Clifton
Sec. Star Mattress Co.....Pied. 1168
Residence.....Pied. 2092

Kibbe, Minora E.....1805 Fruitvale Av.
Physician & Surgeon.....Ftrvl. 18

Kightlinger, E. Thelma 13th & Madison
Ins. Polytechnic Col.....Lks. 2590
Residence.....Pied. 7962

King, Florence M.1300 Webster
Acct. White & Pollard Lks. 2700
Res.....Pied. 7708-J

Kirsten, Peg.....104 Sunnyside Ave.
Residence.....Pied. 2587-W

Kling, Helen E.....407 15th St.
Kling-Dawers Stationery Co.
Oak. 3513
Residence.....Lks. 2906

Kruger, Hermoine L.563 16th St.
Sec. Ala. Co. Loan Assn.....Oak. 8500
Residence.....Ala. 3002-J

Kuss, Mabel E.517 1st Nat. Bk.
Pac. Mausoleum Co.....Lks. 2190
Residence.....Lks. 4771

Langdon, Florence G.....R.D. 1, B. 360A
Vedremo Goat Dairy.....Ftrvl. 1618-W

Lamberson, Mrs. Hazel.....H. C. Capwell
Educational Director.....Lks. 6240
Residence.....Lks. 4942

Lehnhardt, Hattie.....1309 Broadway
Confectioner.....Oak. 496
Residence.....Oak. 1847

Le Page, Grace.....5443 Trask
Vocal Teacher.....Ftrvl 5322

Lesser, Lillian.....1538 Broadway
Hyman's Women's Wear.....Oak. 2566

Little, Mabel.....616 Dalziel Bldg.
Owner Oak. Labty.....Oak. 8406
Residence.....Pied. 3299-W

Long, Fannie J.....1436 Franklin
Office Mgr. A. V. Long.....Lks. 3559

MacGibbon, Elizabeth G.....1004 Easton
MacGibbon Adv. Service.....Oak. 9293
Residence.....Mer. 1428

Madsen, Marian.....1328 Webster
Prin. Bus. Trn. School.....Lks. 7310
Residence.....Pied. 714

Magill, Mrs. Annie M.....920 Syn. Bldg.
Mgr. Home Ins. Co.Oak. 117

Maiden, Georgia M.....420 15th St.
Sec. Maiden & Rittigstein.....Lks. 4300
Residence.....Oak. 8435

Maletton, Grace E.....1200 Broadway
Sec., Pres. Oak. Bank.....Lks. 6900
Residence.....Pied. 2075

Marvin, Mrs. L. C.....1447 Frkin St.
Prp. Marvin's Hair Str Lks. 7616
Home.....Lks. 3905

Marcks, Emma G.....1305 Bonita
With Dr. Edwards.....Lks. 32
Residence.....Thorn. 3714

Matthews, Kate B.....217 Henshaw Bldg.
Radiographer.....Lks. 4716
Residence.....Lks. 6819

McElrath, Marion.....212 1st Nat. Bk.
Sec. Wm. Cavalier Co.....Lks. 780
Residence.....Lks. 2943

MacLafferty, Charlotte P. 530a 16
Automobile Ins.....Lks. 6610

McCleneagan, Josephine.....538 22nd St.
Duplex Per Co.....Lks. 1102
Residence.....Oak. 1604

McFeely, Agnes G.2415 Telegraph
Secretary.....Oak. 1857

McGraw, Elva B.....18th and Poplar
Asst. Probation Officer.....Lks. 209
Residence.....Oak. 5988

McMurray, May.....Harrison and Grand
Sec. The Frontier Press.....Lks. 975

Merrill, Dr. B. E.....685 36th St.
Physician & Surgeon.....Pied. 65

Meyer, Gussie.....390 19th St.
Mgr. Marinello Shop.....Oak. 5386
Residence.....Berk. 2160-J

Miller, Nettie M.....26th & Broadway

Miner, Edith E.....Niles, Cal.
Asst. Mgr. Belvoir Hotel.....Niles 2

Mitchel, Maud.....Halls of Records
Pur. Dept. Ala. Co.....Oak. 847
Residence.....Pied. 6149-W

Mohr, Meta C.....13th & Franklin
Mgr. School of Sav.....Oak. 239
Residence.....Ala. 4228-W

Moreland, Dr. Cassie C.....271 Bacon Bl
Osteopathic Surgeon.....Oak. 3622
Residence.....Lks. 6217

Morgan, Miss H. D.....1022 Washington
Partner Engs & Morgan.....Oak. 1497
Residence.....Oak. 3927

Moore, Miss J. Florence.....410 28th St.
Asst. S. Oak. Cen. Hosp.....Lks. 2540

Morton, Grace F.....610 Syndicate Bldg.
Multigraphing.....Oak. 1354
Residence.....Pied. 6223

Moschenrose, Mme. M. L.....684 14th St.
Prop. Salon de la Beaute.....Lks. 7633

Nusbaumer, P. S., M. D.....2404 Bdway
Pres. West. Lab.....Oak. 414
Residence.....Pied. 1073

Odell, Mabel L.....24th & Bdway
Don Lee Co.....Oak. 858
Residence.....S. Leandro 406-J

Ormsby, Georgia C.....469 13th St.
V. P. E. L. Ormsby, Inc.....Lks. 4700
Residence.....Pied. 8423

Palamountain, Dr. D.....826 Walla Vista
Physician & Surgeon.....Lks. 4205

Palmer, Emily G.....103, Calif. Hall
Dir. Research, U. of C.....Berk. 7100

Parsons, Esther.....15th St.
Mgr. Alumni Bureau of Occup.
U. C. Res.....Mer. 1219

Pearson, Alice M.....3rd & Franklin St.
Private Sec. Fred W. Diehl.....Lks. 464
Residence.....Oak. 7894

Pennington, Ora S.....
Sup. Dancing Acad. Denchy & Swan

Perry, Elizabeth.....31st & Grove
Hd. Social Serv. Dept.....Pied. 8506
Residence.....Berk. 6963-J

Perry, Marie.....Railroad & Kennedy Sts.
Social Worker.....Ftrvl. 2300
Residence.....Ftrvl 4466-J

Petersen, Mrs. Estelle.....301 1st Nat. Bk.
Secy. E. J. Henderson.....Oak. 411
Residence.....Mer. 1942

Peterson, Laura A.....1830 7th Av.
Teacher.....Mer. 2965

Pinkston, Mrs. Laura E.....1930 Harrison
Dist. Mgr. Asso. Char.....Lks. 7900
Residence.....Ftrvl 1396-J

Pollard, M. G.....16th bet. San P. & Tel.
Order Dept. E.B. Water Co.....Lks. 585
Residence.....Pied. 5975

Pomeroy, Grace.....14th & Broadway
Teller 1st Nat. Bank.....Lks. 8000
Residence.....Lks. 1814

Potter, Miss Z. W. Sherman, Clay Bldg.
Concert Manager.....Lks. 6700
Residence.....Lks. 765

Power, Helen Trent.....401 10th St.
Mgr. Pub. Employ. Bureau.....Oak. 781
Residence.....Pied. 5658-W

Prichard, Eunice G.....203 Am. Bk. Bldg.
Agt. New York L. Ins. Co.....Oak. 1136
Residence.....Lks. 9159

Price, Sarah D.....Hutchinson Bldg.
Nurse Dr. L. L. Sherman.....Oak. 3907
Residence.....Ftrvl 2496-W

Ratchford, May L.....Capwell's
Asst. Personnel Dept.....Lks. 6240
Residence.....Lks. 6081

Reid, Mrs. J. S.....1725 Alameda Ave.
Stenographer.....Ala. 3451-J

Ritchie, Lillie E.....1353 Park Ave.
N. Y. Life Ins. Co.....Ala. 2291-W
Residence.....Ala. 2291-W

Roemer, Mrs. Elsie E.....Oak. Hi Sch.
Secy. Evening Hi Sch. Lks. 4290
Residence.....Pied. 4963-J

Rogers, Mrs. Clo.....14th & Broadway
Secy Central Nat. Bank.....Lks. 5300
Residence.....Berk. 6174-W

Ryan, Ann T.....City Hall
Social Serv. Health Dept.....Lks. 3600
Residence.....Mer. 880

Sawyers, Mrs. M. M.....Broadway & Tel.
Pharmacist, Fed. Drug Co.....Lks. 5050
Residence.....Ftrvl 3695-W

Saylor, Ella.....2420 Encinal Ave.
Pres. Saylor's Choc., Inc.....Ala. 314
Residence.....Ala. 4105-J

Scarper, Mrs. Louise.....Schlueter's
Mgr. Elec. Appl. Dept.....Lks. 7070

Schmits, Louise.....City Hall, Health D.
Registered Nurse.....Lks. 3600
Residence.....Pied. 4981-W

Schmith, Louise M.....1443 Jackson
Nurse.....Lks. 8813

Schuler, May M.....330 Dalziel Bldg.
Public Stenog.....Oak. 8806
Residence.....Mer. 430

Shade, Nettie A.....2144 Woolsey
Teacher, Oakland Schools.....Berk. 7346
Residence.....Berk. 3941-W

Shannon, Margaret.....Madison Pk. Apts.
Registered Nurse.....Oak. 2825

Shertzer, Emma S.....Hall of Records
Social Agt., Ala. Co.....Oak. 847
Residence.....Oak. 4354

Shields, Dr. Lillian.....Medical Bldg.
Physician & Surgeon.....Oak. 7287
Residence.....Pied. 2008

Simpson, Anna C.....236 Bacon Bldg.
Collections.....Oak. 278
Residence.....Lks. 7114

Smith, Ellen A.....371 28th St.
Teacher Fremont High School
Residence.....Lks. 7462

Smith, Freda.....1227 Broadway
Dept. Mgr. Edwards Jeweler.....Oak. 61
Residence.....Pied. 5891-W

Spencer, G. A. B.....1324 Weber St.
Spencer Dahlia Gardens.....Ala. 2439W

Stahl, Avis M.....55 Grand Ave.
Owner Millinery.....Oak. 630

Stromberg, Eva K.....405 Syndicate Bldg.
Cshter Globe Indm. Co. Lks. 563
Residence.....Oak. 5049

Sund, Miss Louise H.....520 13th St.
Treas. The Curtain Store.....Oak. 398

Swager, Dr. Luella S.....2019 Webster
Physician & Surgeon.....Oak. 4845
Residence.....Pied. 846

Swift, May V.....Hotel Claremont
Sec. Treas. Tech Hi Sch.....Berk. 9300

Tefft, Kathryn M.....1720 Broadway
Dept. Mgr. Appl. Dept.....Oak. 1803

Thomas, Marian A.....323 12th St.
Accountant.....Oak. 5628
Residence.....Pied. 6592-J

Walker, Margaret.....814 1st Nat. Bldg.
Steno. Breed & Burpee.....Oak. 3345
Residence.....Mer. 4310

Ward, Sylvia G.....1444 San Pablo Av.
Vogue Pleat. & Button Co.....Oak. 145
Residence.....Ftrvl 4337-W

Watkins, Kathryn A.....509 Easton Bldg.
Office Nurse, Dr. Wakefield.....Oak. 2013
Residence.....Mer. 2596

Whitaker, Mrs. B. G.....632 14th St.
The Copper Shop.....Lks. 2427

Wilkin, Mae B.....1741 Broadway
Mgr. B. & P. W. Club Rms.....Oak. 1470
Residence.....Pied. 7010-J

Williams, Emma A.....301 Syndicate Bg.
Gen. Insurance.....Lks. 366
Residence.....Pied. 7742-J

Wilson, Bird M.....Court House
Attorney & Court Reporter.....Oak. 847
Residence.....Mer. 888

Wise, Winifred Grey.....28 Craig Ave.
Oriental Goods, Importer.....Pied. 7876

Wright, Letitia T.....702 Oak. Bk. Bldg.
Dental Hygienist.....Oak. 3705
Residence.....Pied. 289

Angel, Mrs. Ada.....2738 Garber	Campbell, Mary M.....Campbell Sch	Frederick, Mellie K.....14th and Clay
Fidelity Mut. Life Ins. Berk. 6718-J	Teacher.....Lks. 3311	H. C. Capwell, Book Dept.....Lks. 6240
Residence.....Pied. 9455-W		Residence.....Lks. 2458
Artida, Mrs. Helen S. 217 Dalziel Bldg.	Carter, M. Maude.....1007 Broadway	Gambis, Helene.....5709 Genoa
Ex. Sec. Pub. Wel. League.Oak. 2836	Scalp & Facial Spec.....Lks. 6604	The Spirella, Inc.....Pied. 3325-W
Residence.....Mer. 4498	Residence.....Berk. 4913-W	
Baird, Jean D.....Hall of Records	Casey, Elizabeth C. 16th & San Pablo	Garcia, Eva M.....4196 Piedmont Ave.
Asst. Lib. Co. Library.....Oak. 847	Reg. Heald's Bus. Col.....Oak. 201	Prof. Pianist & Teacher.....Pied. 2750
Residence.....Pied. 353-W	Residence.....Pied. 5480-J	Residence.....Pied. 4908
Bakewell, Edith M.....320 10th St.	Chalmers, Miss S. M. 511 Oak Bk. Bg.	Gartner, Katherine E. 1206 Broadway
Cash. West. Casket Co.....Oak. 1181	Sec. Bates & Borland.....Oak. 654	Acct. Breed & Bancroft.....Oak. 4700
Residence.....Lks. 3744	Residence.....Oak. 6646	Residence.....Oak. 3889
Barber, Dr. Edna. 1st Nat. Bank Bldg.	Chase, Margaret B.....2608 Milvia St.	Graham, Clara.....306 Dalziel Bldg.
Physician & Surgeon.....Oak. 6016	The Spirella Corset Co.....Berk. 6025-W	Ag't. Spencer Surg. Corset.....Oak. 1590
Residence.....Ala. 2907	Christen, Agnes R.....1759 7th St.	Graham, Mrs. M. B.....City Hall
Barker, Alice F., R. N. 3872 Cerrito	Realtor.....Lks. 286	Clerk Health Office.....Lks. 3600
Owner Home Club.....Pied. 760-W	Residence.....Pied. 5671-W	Residence.....Pied. 5324
Barmby, Mary.....Hall of Records	Cheney, Anita D.....Chabot Hall	Goemmer, Antha M.....507 Moraga Ave.
Librarian, Co. Lib.....Oak. 847	Oakland Public Schools.....Lks. 4290	Professional Pianist.....Pied. 6439-J
Residence.....Thornwall 426	Residence.....Oak. 8624	Res.....Pied. 8606
Barndollan, Gladys H.....329 13th St.	Clow, Elizabeth K.....1st N. Bk. Bldg.	Guber, Mrs. M. B. 2419 Telegraph
Multigraph Let. Co.....Oak. 3718	V.-P. Weil & Clow Co.....Oak. 1050	Millinery.....Oak. 4619
Residence.....Mer. 1877	Residence.....Oak. 3978	Residence.....Pied. 8784-W
Beatty, Rose E. Washington Sch	Cobb, Myrtle H. 12th & Webster	Gustason, Bessie Wood. 2850 Telegraph
School Teacher.....Pied. 3257-W	Mgr. Women's Dpt. Durant Lks. 1170	Undertaker.....Lks. 49
Bergsma, Helen N.....530 Adeline St.	Cohan, F. Myra.....1449 Alice St.	Hagman, Alice M.....1742 Third Ave.
Pres. Superior Crm. Co.....Oak. 1200	Mfr. Ki-Ko Hair Remover.Lks. 3770	Mgr. Kod. Fin. Dept., Bowman M.773
Residence.....Frtvl 2095		Residence.....Frtvl S7-W
Bell, Mrs. Jessie E.....80 Grand Ave.	Cooley, Dora B. 704 Easton Bldg.	Hassard, Mrs. P. A. 4031 Piedmont
Own. Ladies' Wear. Appl.....Oak. 969	Shorthand Reporter.....Oak. 7280	Florist.....Pied. 2627
Residence.....Frtvl 2506-J	Residence.....Pied. 243-W	Residence.....Pied. 2132-J
Beaumont, Elsie Vocational H. School	Cronan, Abina J.....City Hall	Hall, Mary I.....481 Stowe
Teacher.....Lake. 4782	Public Health Nurse.....Lks. 3600	Registered Nurse.....Mer. 2207
Beaumont, Mrs. Florence. 397 61st St.	Residence.....Pied. 8238-W	Halbert, Jane C.....350 29th St.
Spirella Corset Co.....Pied. 6041-J	Crowley, Nell E. 1224 30th Av.	Bacteriologist, Dr. McClurg.Oak. 166
Bishop, Mary B.....209 Bacon Bldg.	Teacher.....Frtvl 2270-W	Residence.....Oak. 768
Sec.-Treas. C. H. Min. Co.Lks. 7772	Curtis, Mrs. D. T. 144 9th St.	Hall, Mrs. Carrie E.....976 28th St.
Blake, Lillian.....564 15th St.	Realty & Investments.....Oak. 8769	Sec. Oak-Cal. Towel Co.....Oak. 883
Own. Blake's Gift Shop.....Oak. 1231	Dingwall, Mrs. Isabel Wrigley. 116 Lake	Residence.....Mer. 1695
Residence.....Ala. 1325-W	Corsetiere.....Lks. 3970	Hall, Lulu DeVine, R. N. Fed. Bldg.
Blodel-Frye, M. A. 1429 Brdwy	Dockery, Ellen G. 276 41st St.	Dr. L. P. Adams.....Oak. 1158
Face, Scalp, Elec. Needle.Lks. 7664	Mgr. Fabiola Hosp. Pied. 243-W	Residence.....Pied. 8765
Residence.....Thornwall 1780	Residence.....Pied. 162	Harris, Mrs. H. S. 1533 Clay
Blote, Mrs. F. W. 463 14th St.	Dodds, Mrs. Florence. 2040 24 Av.	Pacific Gas Appl. Co.....Oak. 2481
Prp. Fountain Pen Shop.....O. 199	Teacher.....Frtvl 1860-J	Residence.....Pied. 5951-W
Residence.....Pied. 8926	Dolan, Mrs. A. E. 1324 Spruce	Havlin, Mrs. H. D. 4198 Piedmont
Borland, Mrs. Sarah C. Hall Records	Residence.....Berk. 5022-J	Piedmont Beauty Parlor.Pied. 523
Social Art. Ala. Co.Oak. 847	Drake, Nellie M. 3021 Telegraph	Residence.....Pied. 1351-J
Residence.....Oak. 8734	Own. Drake Catering Co.Pied. 865	Hawes, Harriet E. Oak School Dept.
Bowne, Mrs. Valentine. 1088 63rd St.	Dunlap, Marie 405 Federal Bldg.	Supervisor of Attendance.Lks. 4290
Mgr. Spirella Corset Co.Pied. 5220	Technical Surg. Laboratory.....Lks. 92	Residence.....Frtvl 2008
Bradley, Anita E. 1528 Franklin St.	Driggs, Dorothy 16th & San Pablo	Hennings, A. E. P. O. Box 396
Sec. H. W. McIntier Co. Oak. 2412	Sec. Am. Bnk., Notary.....Oak. 4000	Sec. Kahn Bros.Lks. 1
Residence.....Ala. 2765-W	Residence.....Mer. 478	Residence.....Lks. 3873
Bradley, Sue M. 1301-35 Broadway	Duffield, Mrs. H. M. 609 Am. Bk. Bg.	Hill, Florence M. City Hall, Rm. A
Acct. Bowman Drug Co. Oak. 733	Nurse, C. Robinson, M.D. Oak. 2430	Childs Dept. Ass. Cha. Lks. 7900
Residence.....Lks. 6545	Residence.....Pied. 6777	Residence.....Ala. 3002-W
Bragdon, Mrs. J. G. 632 14th St.	Dutton, May L., M. D. 1438 Madison	Hoerst, Esther F. 13th and Madison
Partner The Copper Shop.....Lks. 2427	Physician & Surgeon.....Oak. 8783	Sec. Polytechnic Col.Lks. 2500
Residence.....Oak. 7687	Eckles, Jessie E. 417 15th St.	Residence.....Mer. 626
Brosnahan, Mrs. Annie. 1976 Franklin	Sec. Fred T. Wood.....Lks. 243	Holmes, Mrs. Martha. 306 Dalziel Bldg.
Own. Apartment House.....Lks. 430	Residence.....Frtvl 1298-J	Surg. Appl. & Corsets.....Oak. 1590
Brazil, A. E. 5th & Snyder	Egan, Ora 215 Pantages Bldg.	Residence.....Pied. 7084-J
Acct. Hall, Scott Motor Co. Berk. 528	Printing & Linotyping.....Oak. 276	Houston, Mrs. Josephine. Y.M.C.A.
Residence.....Pied. 3454-W	Residence.....Lks. 3768	House Mother Y.M.C.A. Lks. 1700
Brenneman, Mrs. L. D. 4392 Telegraph	Engs, Mrs. M. W. 1022 Washington	Howard, Mabel B. 461 Bellevue
Hemstitching.....Pied. 2099	Chatterton Bakeries.....Oak. 1497	China Decorator.....Lks. 9016
Brookman, Alice M. 1515 Webster St.	Residence.....Pied. 7878	Hughes, Mrs. Cora. 1305 Frlt Av.
Exec. Sec. Y.W.C.A.Lks. 1619	Entriiken, Elizabeth 178 Perry St.	Prp. Peerless Beauty Shop Frl S
Bryant, Mrs. Lillian 4021 Howe	Dental Hygienist.....Oak. 6422	Hunt, Grace M. 444 Lakeshore Biv.
Modiste.....Pied. 8316	Escoffier, Victoria 22nd & San Pablo	Psychologist.....Mer. 1461
Bull, Marguerite A. 2216 Telegraph	Office Manager, Bekin's.....Oak. 907	Hyman, Hazel 1538 Broadway
Mgr. Dickson-Bull Co.....Lks. 7392	Residence.....Pied. 2621	Women's Wear.....Oak. 2566
Residence.....Oak. 2859	Everett, Florence Hall of Records	Residence.....Berk. 2203-J
Bunnell, Mrs. D. L. 2226 Telegraph	Asst. Lib. Co. Library.....Oak. 847	Hynes, Anne M. 2337 Broadway
Real Estate & Insurance.....Berk. 287	Residence.....Oak. 8621	Wright-Burris.....Lks. 581
Burnell, Alice T. Court House	Fahrbach, Laura Wildwood Avenue	Ihrig, Anna 1162 Broadway Ala.
Official Court Rept., Dept. 2.Oak. 847	Sec. F. C. Havens Est.....Pied. 4001	Retired.....Ala. 774-J
Burrell, Florence C. 511 Medical Bldg.	Fake, Lena N. 1333 Broadway	James, Mrs. Blanche T. 1752 9th St.
Physiotherapist.....Lks. 7190	Sec. H. Morton Co.Oak. 384	Ex. Sec. For. Born Work.....Lks. 6571
Bush, Dr. Alice 5505 MacMillan	Residence.....Pied. 715-J	Residence.....Oak. 4383
Physician & Surgeon.....Pied. 3267	Farnsworth, Abbie V. 17th and Clay	Jessen, Mrs. A. M. Harris. Grand
Byington, Vera.....Berkeley	Demonstrator, P.G. & E. Lks. 5000	Accountant, Frontier Pess.Lks. 975
Equit. Life Ins. Co.Berk. 4386	Residence.....Lks. 2100	Residence.....Pied. 760-W
Residence.....Pied. 1106-W	Fenton, Mrs. E. S. 41st and Howe	Jones, Edna 720 Syndicate Bldg.
Burr, Anna 1721 Broadway	Fenton's Creamery.....Pied. 64	The Multigraphing Co.....Lks. 373
Examiner Pub. Co.Oak. 601	Fisher, H. Devota 3105 Grove	Residence.....Lks. 8438
Residence.....Oak. 6987	Pharmacist, Pub. H. C. Pied. 8505	Johnson, Anna K. 1530 Broadway
	Fleming, Kathryn M. 728 E. 14th St.	Owner Beauty Salon.....Oak. 2889
	Supt. Inez Mat. San.....Mer. 4173	Johnson, Jean O. 412 1st Nat. Bk.
		Public Steno. & Notary Lks. 2011

ROSTER ADDITIONS

Kennedy, Car Official Co Residence	Alexander, Mrs. Grace S. 1230 E. 23rd St. Mer. 4048 Frontier Press. Lake. 975	McDonnell, Mary 5146 Telegraph Florist, McDonnell Bros. Pied. 3466	City Hall Lks. 3600 Mer. 880
Keiver, Miria Sec. Star M Residence	Anderson, Florence I. 440 17th St. Exec. Sec. Eastbay Safety Council. Lake 6928	Meisner, Eva Wilkie. 19 Grand A. Milady's Specialty Shop Oak. 6811	Iway & Tel. Lks. 5050 vl 3695-W
Kibbe, Minor Physician	Austin, Mrs. Marg. C. 401 15th St. Cashier Escrow Dept., Oak. Title Ins. & Guar. Co. Oak. 1572 Res. Ftrvl 394	Norton, Mrs. Elz. W. 1301-35 Bwy Rowman Drug Co. Prescription Clerk. Oak. 733	ncinal Ave. Ala. 314 la. 4105-J
Kightlinger, Ins. Polyte Residence	Chalmers, Mgr. L. 706 Federal Bld. Dr. W. H. Streittmann. Lks. 63 Res. Lake. 6646	Pesante, Maude T. 1101 Lakeshore Teacher Elem. Sch. Lake. 8437 Schneider, Mrs. E. 1631 San Pab. Exec. Sec. Campfire girls Lake. 8789	Schlueter's Lks. 7070 Health D. Lks. 3600 ed. 4981-W Lks. 8813
King, Floren Acct, Wh Res.	Everson, Lillie E. 1009 66th Ave. Mrs. Everson's Sanatorium Elm. 562	Todd, Mrs. Norma A. 41st & Mrkt Walnut Grove Creamery Pied 70 Res. Pied. 7842-W	Dalziel Bldg. Oak. 8806 Mer. 430
Kirsten, Pe Residence	Fallon, Cynthia A. 503 Plaza Bld Cashier, Cont. Casualty Co. Lake. 1541 Res. Pied. 4386-J	Turner, Mrs. Mary E. 704 Easton Bldg. Office Mgr. & Pub. Steno. Edward Engs. Oak. 7280 Res. Pied. 2689-W	144 Woolsey s. Berk. 7346 Pk. 3941-W
Kling, Hel Kling-De Residence	Geekie, Elizabeth R. 968 43rd St. Nurse. Pied. 2939-W	Watson, Kath. B. 1145 Ranleigh Way, Res. Oak. 7975 Night Chief Oper. Western Union. Lake. 6400	on Pk. Apts. Oak. 2825 ll of Records Oak. 847 Oak. 4354
Kruger, Her Sec. Ala. Residence	Ingram, Mrs. E. L. 3321 Bdwy Co-partner Weaver-Wills Autos. Lks. 250 Res. Pied. 5959-J	Wood, Lulu. 801 23rd St. Home Service Rep, P. G. & E. Lake. 5000	Medical Bldg. Oak. 7287 Pied. 2008
Kuss, Mabel Pac. Maui Residence	Marquardt, Vera A. 5844 College Owner & Mgr. Ki-Ko Chemical Co. No. 3. Pied. 8765	Zehren, Mrs. Kath. 5680 San Pab Milliner. Pied. 5085-W	
Langdon, Fl Vedremo			
Lamberson, Education Residence			
Lehnhardt, Hattie. 1309 Broadway Confectioner. Oak 496 Residence. Oak. 1847	Physician & Surgeon. Lks. 7800	Residence. Pied. 3700	
Le Page, Grace 5443 Trask Vocal Teacher. Ftrvl 5322	Palmer, Emily G. 103, Calif. Hall Dir. Research, U. of C. Berk. 7100	Simpson, Anna C. 236 Bacon Bldg. Collections. Oak. 278 Residence. Lks. 7114	
Lesser, Lillian 1538 Broadway Hyman's Women's Wear. Oak. 2566	Parsons, Esther 15th St. Mgr. Alumni Bureau of Occup. U. C. Res. Mer. 1219	Smith, Ellen A. 371 28th St. Teacher Fremont High School Residence. Lks. 7462	
Little, Mabel 616 Dalziel Bldg. Owner Oak. Labty. Oak. 8406 Residence. Pied. 3299-W	Pearson, Alice M. 3rd & Franklin St. Private Sec. Fred W. Diehl. Lks. 464 Residence. Oak. 7894	Smith, Freda 1227 Broadway Dept. Mgr. Edwards Jeweler. Oak. 61 Residence. Pied. 5891-W	
Long, Fannie J. 1436 Franklin Office Mgr. A. V. Long. Lks. 3559	Pennington, Ora S. Sup. Dancing Acad. Denchy & Swan Perry, Elizabeth. 31st & Grove Hd. Social Serv. Dept. Pied. 8506 Residence. Berk. 6963-J	Spencer, G. A. B. 1324 Weber St. Spencer Dahlia Gardens. Ala. 2439W	
MacGibbon, Elizabeth G. 1004 Easton MacGibbon Adv. Service. Oak. 9293 Residence. Mer. 1428	Perry, Marie. Railroad & Kennedy Sts. Social Worker. Ftrvl. 2300 Residence. Ftrvl 4466-J	Stahl, Avis M. 55 Grand Ave. Owner Millinery. Oak. 630	
Madsen, Marian 1328 Webster Prin. Bus. Trn. School. Lks. 7310 Residence. Pied. 714	Petersen, Mrs. Estelle. 301 1st Nat. Bk. Secy. E. J. Henderson. Oak. 411 Residence. Mer. 1942	Stromberg, Eva K. 405 Syndicate Bldg. Cshier Globe Indm. Co. Lks. 563 Residence. Oak. 5049	
Magill, Mrs. Annie M. 920 Syn. Bldg. Mgr. Home Ins. Co. Oak. 117	Peterson, Laura A. 1830 7th Av. Teacher. Mer. 2005	Sund, Miss Louise H. 520 13th St. Treas. The Curtain Store. Oak. 398	
Malden, Georgia M. 420 15th St. Sec. Malden & Rittigstein. Lks. 4300 Residence. Oak. 8435	Pinkston, Mrs. Laura E. 1930 Harrison Dist. Mgr. Asso. Char. Lks. 7900 Residence. Ftrvl 1396-J	Swauger, Dr. Luella S. 2019 Webster Physician & Surgeon. Oak. 4845 Residence. Pied. 846	
Maletton, Grace E. 1200 Broadway Sec. Pres. Oak. Bank. Lks. 6900 Residence. Pied. 2975	Pollard, M. G. 16th bet. San P. & Tel. Order Dept. E.B. Water Co. Lks. 585 Residence. Pied. 5975	Swift, May V. Hotel Claremont Sec. Treas. Tech Hi Sch. Berk. 9300	
Marvin, Mrs. L. C. 1447 Frkln St. Prp. Marvin's Hair Str Lks. 7616 Home Lks. 3905	Pomeroy, Grace. 14th & Broadway Teller 1st Nat. Bank. Lks. 8000 Residence. Lks. 1814	Tefft, Kathryn M. 1720 Broadway Dept. Mgr. Appl. Dept. Oak. 1803	
Marcks, Emma G. 1305 Bonita With Dr. Edwards. Lks. 32 Residence. Thorn. 3714	Potter, Miss Z. W. Sherman, Clay Bldg. Concert Manager. Lks. 6700 Residence. Lks. 765	Thomas, Marian A. 323 12th St. Accountant. Oak. 5528 Residence. Pied. 6592-J	
Mathews, Kate B. 217 Henshaw Bldg. Radiographer. Lks. 4716 Residence. Lks. 6619	Power, Helen Trent. 401 10th St. Mgr. Pub. Employ. Bureau. Oak. 781 Residence. Pied. 5658-W	Walker, Margaret 814 1st Nat. Bldg. Steno. Breed & Burpee. Oak. 3345 Residence. Mer. 4310	
McElrath, Marion. 212 1st Nat. Bk. Sec. Wm. Cavalier Co. Lks. 780 Residence. Lks. 2943	Prichard, Eunice G. 203 Am. Bk. Bldg. Agt. New York L. Ins. Co. Oak. 1136 Residence. Lks. 9159	Ward, Sylvia G. 1444 San Pablo Av. Vogue Pleat. & Button Co. Oak. 145 Residence. Ftrvl 4337-W	
MacLafferty, Charlotte P. 530A 16 Automobile Ins. Lks. 6610	Price, Sarah D. Hutchinson Bldg. Nurse Dr. L. L. Sherman. Oak. 3907 Residence. Ftrvl 2496-W	Watkins, Kathryn A. 509 Easton Bldg. Office Nurse, Dr. Wakefield. Oak. 2013 Residence. Mer. 2596	
McClenegan, Josephine 538 22nd St. Duplex Per Co. Lks. 1102 Residence. Oak. 1604	Ratchford, May L. Capwell's Asst. Personnel Dept. Lks. 6240 Residence. Lks. 6081	Whitaker, Mrs. B. G. 632 14th St. The Copper Shop. Lks. 2427	
McFeely, Agnes G. 2415 Telegraph Secretary. Oak. 1857	Reid, Mrs. J. E. 1725 Alameda Ave. Stenographer. Ala. 3451-J	Wilkin, Mae B. 1741 Broadway Mgr. B. & P. W. Club Rms. Oak. 1470 Residence. Pied. 7010-J	
McGraw, Elva B. 18th and Poplar Asst. Probation Officer. Lks. 209 Residence. Oak. 5988	Ritchie, Lillie E. 1353 Park Ave. N. Y. Life Ins. Co. Ala. 2291-W Residence. Ala. 2291-W	Williams, Emma A. 301 Syndicate Bg. Gen. Insurance. Lks. 366 Residence. Pied. 7742-J	
McMurray, May Harrison and Grand Sec. The Frontier Press. Lks. 975	Roemer, Mrs. Elsie E. Oak. Hi Sch. Secy. Evening Hi Sch. Lks. 4290 Residence. Pied. 4963-J	Wilson, Bird M. Court House Attorney & Court Reporter. Oak. 847 Residence. Mer. 888	
Merrill, Dr. B. E. 685 36th St. Physician & Surgeon. Pied. 65	Rogers, Mrs. Clo 14th & Broadway Secy Central Nat. Bank. Lks. 5300 Residence. Berk. 6174-W	Wise, Winifred Grey. 28 Craig Ave. Oriental Goods, Importer. Pied. 7876	
Meyer, Gussie 390 19th St. Mgr. Marinello Shop. Oak. 5386 Residence. Berk. 2160-J		Wright, Letitia T. 702 Oak. Bk. Bldg. Dental Hygienist. Oak. 3705 Residence. Pied. 289	
Miller, Nettie May 28th & Broadway			

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AFTERNOON WEAR
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Featured at \$5.00 to \$12.00

525 14th Street

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IN OAKLAND

IT'S A "POP"

Saturday Night Dec. 1.

Prices 50c to \$1.50, no tax.

TICKETS WITH Z. W. POTTER, SHERMAN, CLAY & CO.

Blake's Gift Shop

593 FIFTEENTH STREET
Announces an interesting display of
EXCLUSIVE CHRISTMAS GIFTS
Gathered from Italy, France,
Spain and the Gift and Art Centers
of our Own Land
Unusual Christmas Cards

When you want to entertain
your friends, let me

SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

Madelein Archer

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FRUITVALE 5432-W Evenings

Bessie Wood Gustason

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2850 Telegraph Ave.

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1017 FRANKLIN STREET

Oakland, Cal.

A LETTER WITH A POINT

Dear Miss Wilkin.

Ellen Smith and I must plead guilty to delinquency in not advising you of our change of occupation, if you don't know our present work, for I assure you we are not the ladies of leisure, one might assume from the new roster.

I'll let the first accused plead her own case. For myself I am now manager of the Alumni Bureau of Occupations, University of California, the most absorbingly interesting job in the country. I want to tell you all about it some day. When any of our club members need well trained assistants, just let me know.

I am hoping soon to resume my place among you as an active member.

Cordially,

ESTHER PARSONS.

Now isn't this nice of the HERALD to run the roster again this week? Hope all club members appreciate this favor. We are able to do this, however because of the courtesy of Mr. Parker, our printer. His being out of town over last week-end caused a few slips in the type—and here is an instance of a printer having a conscience... Just a case of an "ill wind" blowing some good our way. Thanks, Mr. Parker.

A card party is to be given Dec. 7th, 1923. Save the date, please.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

Kennedy, Carrie P. Court House
Official Court Transcriber.....Oak. 847
Residence. Lks. 4919

Keiver, Miriam G. 485 Clifton
Sec. Star Mattress Co. Pied. 1168
Residence. Pied. 2992

Kibbe, Minora E. 1805 Fruitvale Av.
Physician & Surgeon Ftvle. 18

Kightlinger, E. Thelma 13th & Madison
Ins. Polytechnic Col. Lks. 2500
Residence. Pied. 7962

King, Florence M. 1300 Webster
Acet, White & Pollard Lks. 2700
Res. Pied. 7708-J

Kirsten, Peg 104 Sunnyside Ave.
Residence. Pied. 2587-W

Kling, Helen E. 407 15th St.
Kling-Daivers Stationery Co. Oak. 3513
Residence. Lks. 2906

Kruger, Hermoine L. 563 16th St.
Sec. Ala. Co. Loan Assn. Oak. 8500
Residence. Ala. 3002-J

Kuss, Mabel E. 517 1st Nat. Bk.
Pac. Mausoleum Co. Lks. 2190
Residence. Lks. 4771

Langdon, Florence G. R.D. 1, B. 360A
Vedremo Goat Dairy Ftv. 1618-W

Lamberson, Mrs. Hazel H. C. Capwell
Educational Director Lks. 6240
Residence. Lks. 4942

Lehnhardt, Hattie 1309 Broadway
Confectioner Oak. 496
Residence. Oak. 1847

Le Page, Grace 5443 Trask
Vocal Teacher Ftrvl 5322

Lesser, Lillian 1538 Broadway
Hyman's Women's Wear Oak. 2566

Little, Mabel 616 Dalziel Bldg.
Owner Oak. Labty Oak. 8406
Residence. Pied. 3299-W

Long, Fannie J. 1436 Franklin
Office Mgr. A. V. Long. Lks. 3559

MacGibbon, Elizabeth G. 1004 Easton
MacGibbon Adv. Service. Oak. 9293
Residence. Mer. 1428

Madsen, Marian 1328 Webster
Prin. Bus. Trn. School. Lks. 7310
Residence. Pied. 714

Magill, Mrs. Annie M. 920 Syn. Bldg.
Mgr. Home Ins. Co. Oak. 117

Maiden, Georgia M. 420 15th St.
Sec. Maiden & Rittigstein. Lks. 4300
Residence. Oak. 8435

Maletton, Grace E. 1200 Broadway
Sec., Pres. Oak. Bank. Lks. 6900
Residence. Pied. 2975

Marvin, Mrs. L. C. 1447 Frkin St.
Prp. Marvin's Hair Str Lks. 7616
Home Lks. 3905

Marcks, Emma G. 1305 Bonita
With Dr. Edwards. Lks. 32
Residence. Thorn. 3714

Matthews, Kate B. 217 Henshaw Bldg.
Radiographer Lks. 4716
Residence. Lks. 6819

McElrath, Marion 212 1st Nat. Bk.
Sec. Wm. Cavalier Co. Lks. 780
Residence. Lks. 2943

MacLafferty, Charlotte P. 530A 16
Automobile Ins. Lks. 6610

McCleneghan, Josephine 538 22nd St.
Duplex Per Co. Lks. 1102
Residence. Oak. 1604

McFeely, Agnes G. 2415 Telegraph
Secretary Oak. 1857

McGraw, Elva B. 18th and Poplar
Asst. Probation Officer Lks. 209
Residence. Oak. 5988

McMurray, May Harrison and Grand
Sec. The Frontier Press. Lks. 975

Merrill, Dr. B. E. 685 36th St.
Physician & Surgeon Pied. 65

Meyer, Gussie 390 19th St.
Mgr. Marinello Shop Oak. 5386
Residence. Berk. 2160-J

Miller, Nettie May 28th & Broadway

Miner, Edith E. Niles, Cal.
Asst. Mgr. Belvoir Hotel. Niles 2

Mitchel, Maud Halls of Records
Pur. Dept. Ala. Co. Oak. 847
Residence. Pied. 6149-W

Mohr, Meta C. 13th & Franklin
Mgr. School of Sav. Oak. 239
Residence. Ala. 4228-W

Moreland, Dr. Cassie C. 271 Bacon Bl
Osteopathic Surgeon Oak. 3622
Residence. Lks. 6217

Morgan, Miss H. D. 1022 Washington
Partner Engs & Morgan. Oak. 1497
Residence. Oak. 3927

Moore, Miss J. Florence 410 28th St.
Asst. S. Oak. Cen. Hosp. Lks. 2540

Morton, Grace F. 610 Syndicate Bldg.
Multigraphing Oak. 1554
Residence. Pied. 6223

Moochenrose, Mme. M. L. 684 14th St.
Prop. Salon de la Beaute. Lks. 7633

Nusbaumer, P. S., M. D. 2404 Bdway.
Pres. West. Lab. Oak. 414
Residence. Pied. 1973

Odell, Mabel L. 24th & Bdway.
Don Lee Co. Oak. 858
Residence. S. Leandro 406-J

Ormsby, Georgia C. 469 13th St.
V. P. E. L. Ormsby, Inc. Lks. 4700
Residence. Pied. 8423

Palamontain, Dr. D. 826 Walla Vista
Physician & Surgeon Lks. 4205

Palmer, Emily G. 103, Calif. Hall
Dir. Research, U. of C. Berk. 7100

Parsons, Esther 15th St.
Mgr. Alunni Bureau of Occup.
U. C. Res. Mer. 1219

Pearson, Alice M. 3rd & Franklin St.
Private Sec. Fred W. Diehl. Lks. 464
Residence. Oak. 7894

Pennington, Ora S.
Sup. Dancing Acad. Denchy & Swan

Perry, Elizabeth 31st & Grove
Hd. Social Serv. Dept. Pied. 8506
Residence. Berk. 6963-J

Perry, Marie. Railroad & Kennedy Sts.
Social Worker Ftvle. 2300
Residence. Ftrvl 4466-J

Petersen, Mrs. Estelle 301 1st Nat. Bk.
Secy. E. J. Henderson. Oak. 411
Residence. Mer. 1942

Peterson, Laura A. 1830 7th Av.
Teacher. Mer. 2965

Pinkston, Mrs. Laura E. 1930 Harrison
Dist. Mgr. Asso. Char. Lks. 7900
Residence. Ftrvl 1396-J

Pollard, M. G. 16th bet. San P. & Tel.
Order Dept. E.B. Water Co. Lks. 585
Residence. Pied. 5975

Pomeroy, Grace 14th & Broadway
Teller 1st Nat. Bank. Lks. 8000
Residence. Lks. 1814

Potter, Miss Z. W. Sherman, Clay Bldg.
Concert Manager Lks. 6700
Residence. Lks. 765

Power, Helen Trent 401 10th St.
Mgr. Pub. Employ. Bureau. Oak. 781
Residence. Pied. 5658-W

Prichard, Eunice G. 203 Am. Bk. Bldg.
Agt. New York L. Ins. Co. Oak. 1136
Residence. Lks. 9159

Price, Sarah D. Hutchinson Bldg.
Nurse Dr. L. L. Sherman. Oak. 3907
Residence. Ftrvl 2496-W

Ratchford, May L. Capwell's
Asst. Personnel Dept. Lks. 6240
Residence. Lks. 6081

Reid, Mrs. J. E. 1725 Alameda Ave.
Stenographer Ala. 3451-J

Ritchie, Lillie E. 1353 Park Ave.
N. Y. Life Ins. Co. Ala. 2291-W
Residence. Ala. 2291-W

Roemer, Mrs. Elsie E. Oak. Hi Sch.
Secy. Evening Hi Sch. Lks. 4290
Residence. Pied. 4963-J

Rogers, Mrs. Clo 14th & Broadway
Secy Central Nat. Bank. Lks. 5300
Residence. Berk. 6174-W

Ryan, Ann T. City Hall
Social Serv. Health Dept. Lks. 3600
Residence. Mer. 880

Sawyers, Mrs. M. M. Broadway & Tel.
Pharmacist, Fed. Drug Co. Lks. 5050
Residence. Ftrvl 3695-W

Saylor, Ella 2420 Encinal Ave.
Pres. Saylor's Choc., Inc. Ala. 314
Residence. Ala. 4105-J

Scarper, Mrs. Louise Schluter's
Mgr. Elec. Appl. Dept. Lks. 7070

Schmits, Louise. City Hall, Health D.
Registered Nurse Lks. 3600
Residence. Pied. 4981-W

Schmitt, Louise M. 1443 Jackson
Nurse Lks. 8813

Schuler, May M. 330 Dalziel Bldg.
Public Stenog. Oak. 8806
Residence. Mer. 430

Shade, Nettie A. 2144 Woolsey
Teacher, Oakland Schools. Berk. 7346
Residence. Berk. 3941-W

Shannon, Margaret. Madison Pk. Apts.
Registered Nurse Oak. 2825

Shertzer, Emma S. Hall of Records
Social Agt., Ala. Co. Oak. 847
Residence. Oak. 4354

Shields, Dr. Lillian Medical Bldg.
Physician & Surgeon Oak. 7287
Residence. Pied. 2008

Simpson, Anna C. 236 Bacon Bldg.
Collections Oak. 278
Residence. Lks. 7114

Smith, Ellen A. 371 28th St.
Teacher Fremont High School
Residence. Lks. 7462

Smith, Freda 1227 Broadway
Dept. Mgr. Edwards Jeweler. Oak. 61
Residence. Pied. 5891-W

Spencer, G. A. B. 1324 Weber St.
Spencer Dahlia Gardens. Ala. 2439W

Stahl, Avis M. 55 Grand Ave.
Owner Millinery Oak. 630

Stromberg, Eva K. 405 Syndicate Bldg.
Cashier Globe Indm. Co. Lks. 563
Residence. Oak. 5049

Sund, Miss Louise H. 520 13th St.
Treas. The Curtain Store. Oak. 398

Swauger, Dr. Luella S. 2019 Webster
Physician & Surgeon Oak. 4845
Residence. Pied. 846

Swift, May V. Hotel Claremont
Sec. Treas. Tech Hi Sch. Berk. 9300

Tefft, Kathryn M. 1720 Broadway
Dept. Mgr. Appl. Dept. Oak. 1803

Thomas, Marian A. 323 12th St.
Accountant Oak. 5528
Residence. Pied. 6592-J

Walker, Margaret 814 1st Nat. Bldg.
Steno. Breed & Burpee. Oak. 3345
Residence. Mer. 4310

Ward, Sylvia G. 1444 San Pablo Av.
Vogue Pleat. & Button Co. Oak. 145
Residence. Ftrvl 4337-W

Watkins, Kathryn A. 509 Easton Bldg.
Office Nurse, Dr. Wakefield. Oak. 2013
Residence. Mer. 2596

Whitaker, Mrs. B. G. 632 14th St.
The Copper Shop. Lks. 2427

Wilkin, Mae B. 1741 Broadway
Mgr. B. & P. W. Club Rms. Oak. 1470
Residence. Pied. 7010-J

Williams, Emma A. 301 Syndicate Bg.
Gen. Insurance. Lks. 366
Residence. Pied. 7742-J

Wilson, Bird M. Court House
Attorney & Court Reporter. Oak. 847
Residence. Mer. 888

Wise, Winifred Grey. 28 Craig Ave.
Oriental Goods, Importer. Pied. 7876

Wright, Letitia T. 702 Oak. Bk. Bldg.
Dental Hygienist Oak. 3705
Residence. Pied. 289

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Bessie Wood Gustason

(Bessie J. Wood)

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2850 Telegraph Ave.

Phone Lakeside 49



Telephone Lakeside 1341

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A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

The Gobble-uns 'll Git You

By Robert Toole

Onc't they was a lazy bird
Who wouldn't pay his dues:
The Sec'tary chased 'im
'Till he wore out all his shoes.
Onc't he couldn't find 'im,
Though he seeked him high an'
low,
So he said the dog-gone silly gink
Could go where he could go!
He ordered him suspended,
An' they done that vurry thing;
That night the Kow Kloos tooked
him
An' had their little fling.
Now he's up there with the angels,
An' his folks is broked, no doubt;
An' the Gobble-uns'll get you
Ef you
Don't
Watch
Out!

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CARBONS AND RIBBONS
MUNSON RUBBER KEYS
E Z TYPE CLEANER

THE BENSON-CROZIER CO.

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1300 Webster Street
LAKESIDE 2700

MR. & MRS. FRANK BLOTE Experts

Fountain Pens Automatic Pencils
We have a large and complete stock
on hand for the Xmas season
"THE FOUNTAIN PEN SHOP",
(Next to Morton's) 463 - 14th St.

DR. W. S. BAKER Dentist

Rooms 95-96 Bacon Bldg.
11th and Washington Sts.
Tel. Oakland 6999

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P.G. and E.

"PACIFIC SERVICE"



JUNIOR ROSTER SECTION

Business and Professional Womens Club of Oakland, California

(The HERALD is glad to apologize for running so few names of the club's Junior Section in the roster of last week. None should have been quoted as it was our plan to give them a special space in this particular number, and here they are—34 in all—a jolly, capable set of young people of whom we are justly proud):

OFFICERS

CHAIRMAN—Wolf, Ede C., 3636 Rhoda Ave., Oak., Bookkeeper, The Curtain Store.
Res. Phone Ftrvl 3196-R
Bus. Phone Oak. 398
SECRETARY—Thorne, Laurie, 68 Garland Ave., Oak., Steno., The Curtain Store.
Res. Phone Lake. 2148
Bus. Oak. 398
TREASURER—Warnock, Laura F., 582 30th St., Asst. Bookkpr. White & Pollard.
Res. Phone Oak. 5821
Bus. Phone Lake. 2700

Amess, Jessie, 2222 10th St., Bkly Steno. & Bookkpr Hall-Scott Motor Corp. Berk. 528
Res. San Leandro 44-W
Anderson, Carmen, 969 14th St., Oak.; Price Clerk, Dunham, Carrigan, Hayden, S. F.
Bakewell, F. Harriet, 71 Tenth St. Oak.; Allen's Press Clipping Bu. 121 2nd St., S. F. Lake. 3744
Beaumont, Helen J., 397 61st St., Oak.; Typist. Pied. 6041-J
Brown, Arcenia, 562 Haight Ave., Ala.; Clerk, Oakland Mazda Lamp. Oak. 396
Claire, Marion G., Peralta Court Apts., Compensation Clk. State Compensation Ins. Co., S. F. Oak. 9106
Chase, Irene W., 2608 Milvia St., Bkly, Teacher, in Nevada.
Cordell, Carola, K., 1415 Fountain St., Ala.; Commercial Artist Ala. 1475-W
Cromer, Mrs. Ray F., 4251 Porter St., Oak.; Bookkpr & Steno. Farmer's & Merchant's Bank. Oak. 236
DeMaesek, Irene, 1002 28th St., Oak.; Stenographer.
Dutcher, Mildred, 61 Rio Vista Av. Oak.; Steno., Durant Corp. Res. Pied. 4085-W
Bus. Lake. 1170
Edwards, Narritta C., 2004 47th Ave., Office Clerk Hall-Scott Motor Car Co. Berk. 528

Fine, Lucile, 2907 Grove St., Oak. Steno. & Bookkpr Maccabees, Oakland 10 No. 17 (Lodge) Bus. Oak. 8943
Gaynor, Oxilia, 1626 52nd Ave., Steno. Mr. Abe Leach, Atty, 703 Easton Bldg. Oak. 1669
Res. Ftrvl 2137-J
Haumerly, Marie A., 527 Merrime Bookkpr & Cashier Oak. Mazda Lmp. Div. of G. E. Co., Oak. 396
Res. Lake 1711
Hans, Donna L., 5122 Congress, Steno., Purchasing Dept. City of Oak-Hall of Records. Oak. 847
Res. Ftrvl 1470-J
Haudbine, Josephine, 1378 E. 26th St., Steno. Southern Pacific Co., Bus. Oak. 6834
Res. Mer. 3414
Herman, Helyn, Y. W. C. A., Boarding House, Cashier, Montgomery Ward Co. Oak. 408
Hermanson, Alma, 680 14th St., Oak., Bookkpr Pacific Gas & Appliance Co. Oak. 2481
Lockwood, Pearl, 1012 28th St., Typist James F. Cobb Co., S. F. Bus. Oak. 8056
McDermott, A. Dorothy, 2813 Filbert St.; Steno. Hall-Scott Motor Car Co. Bkly 528
McKeon, Helen, 439 Walsworth A. Steno. State Saving Bank. Bus. Lake. 2092
Parrott, Florence, 938 Santa Clara Ave., Ala.; Ins. Broker, Ghiradelli Insurance Co. Oak. 441
Rideout, Miss Eleanor, 474 Hardy St., Oak.; Pied. 5092-W
Steno. Shred. Wht Co. Lks. 222
Rosewall, Alice, 455 65th St., Oak. Res. Pied. 5254-J
Statistician Oak. Mazda Lamp Co. Oak. 396
Shultis, Geraldine, 1417 Lincoln Ave., Ala. Ala. 2742-J
P. B. X. Operator The Curtain Store. Oak. 398
Stellman, Hazel, 5 Greenbank Av. Res. Pied. 9203-J
Solicitor Classified Ads, Post-Enquirer. Lake. 2600
Stephenson, Nellie, 117 Lake St., School Teacher Oakland Schools. Lake. 5332
Thorne, Naomie, 1041 44th Ave. Res. Ftrvl 3382-J
Steno. & Bkpr Economy Mills, 770 High St. Ftrvl 169
Wolfe, Zelda Nadine, 204 Wayne Ave. Oak. Mer. 2441
Teacher Manzanita School
Wolf, Vera V., 3636 Rhoda Ave. Res. Ftrvl 3196-R
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Classes Saturday Afternoon
Children 2:30

Girls 3:30 Boys 4:30

Ladies' Class Monday

Evening 7:30

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1741 BROADWAY

If you are not a subscriber for the Independent Woman give your name to Miss Wilkin

STOP

and read every advertisement in the columns of the Oakland Business Women's Herald! Then give them your support, for they are the support of your publication.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, December 3, 1923

Number Twenty-Seven

While you're thinking about it, somebody else will do it.

DINNER

Thursday, December 6, 1923, 6:15 p. m.

Speaker

MR. F. F. PORTER

President Real Estate Board

Subject

"REAL ESTATE VALUES"

Music — Direction ADA ANGEL,
of Music Committee

Mail or Phone Reservation. The Plate 75c

OUR NEW SERVICE

Learn to make your own curtains and drapes under the guidance of our experienced instructor. This service is rendered free of charge.

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Phone Oakland 37 18

THREE O'CLOCK

Did you try the three o'clock bracer last week? Bathe the wrists, face and back of the neck with cold water. Dry vigorously with a fresh, clean, cloth towel. Note the difference.

**Oakland, California
Towel Company**

28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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Club meets every Thursday, 12:15 p. m. in
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Tel. Oak. 1470.

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F. HARRIET BAKEWELL.....Juniors

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Holding.....DR. LILLIAN SHIELDS
Juniors.....JEAN BAIRD
Music.....ZANNETTE W. POTTER
House Manager.....MAE B. WILKIN

JUNIOR SECTION

Miss S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary

CARRIE JACOBS-BOND

Surely everyone who joined in our meeting with Carrie Jacobs Bond last Wednesday must have gained at least a little more courage, a little more capacity to love sincerely. Those two outstanding characteristics of that noble woman, Love and Courage, must leave every soul richer for having the privilege of even a brief contact with her.

And she gave us a peep into her innermost soul when she said: "I do not think it is brave to tell that I have suffered hardships, to tell that I have been cold and hungry; it is just telling something that will give other people courage." Not only has Mrs. Bond made adversity her stepping stone, but she has climbed to the heights of success in her art, so we may well give heed to her words: "I think we should be pretty careful to make some kind of a little mark in our work that is going to stand out on the red letter day and all the days that are beyond and that are back. The people that you remember in this world are those that do things and help others to do things. You cannot forget them; the years and days are nothing to the memory of what they did; if it is good they will last forever."

Mrs. Bond truly loves people; she truly believes "The greatest asset in the world is a good friend; you can't get on in this world by yourself; you could not accomplish anything if you did not make people like you. If I have had any success, I feel it is because I sincerely like folks, and I am not ashamed to say that I want them to like me. Everybody will like you if you have no bitterness in your heart; the public can be fooled a little while; but the public only really cares for those who are sincere in their love and friendship". And she pleaded: "Don't believe anything anybody says to you that isn't nice; I don't believe a living thing that is said except nice things; I just want to believe folks are as nice as they seem."

This beautiful, gentle philosophy was quite in keeping with her caressing touch upon the piano as she played the music of the two songs, the words to which she had but just repeated so touchingly—both beautiful—both very near our hearts—but one our very own, "THE GOLDEN KEY" composed for and dedicated to our own National Federation of Business & Professional Women's Club by our dear Mrs. Bond, a message of inspiration for all time:

I found a golden key one day
Upon the path I trod,
And it unlocked a golden door
The door that led to God.
And as I looked inside I saw
These words upon the wall,
"Your God is Love and Love
brings Work,
There's Love and Work for
All."

No idle life can happy be
We all should do our part,
Should work awhile and play
awhile
With all our soul and heart.
For all who do their work
with joy
Grim toil can live no more
And in their hand they'll find
the key
That opens every door.

STEINBECK COMPANY MEAT MARKET

1625-29 Broadway

Choice Holiday Turkeys

Phone Oak. 554

AMONG OURSELVES

Mrs. Ada Angel will have charge of all music programs for the month of December. Expect some good numbers—and don't fail to hear them.

Even San Jose appreciates the *HERALD*. Mrs. Mabel R. Franklin, 246 S. 13th street, San Jose, has sent in a dollar for a yearly subscription. Thanks and greeting.

Why can we not have just such a crowd as last Thursday every week? We appreciate the speaker was exception, but we do have many programs worthy of record attendance.

Greetings to our new Treasurer, Miss Eunice G. Prichard, who has been selected to fill the vacancy caused by the resignation of Margaret B. Chase. While glad to welcome the new, we regret having to bid adieu to the old. Serves you right, Maggie, for having a husband.

If you have not paid your dues, please do so at once as we need the money. They are due semi-annually *in advance*. We are business women who know that we must have money on which to run and the dues constitute our income.

About forty members have paid their own National dues of \$1.00 per year, relieving the Club of this burden. Have you done so?

How about your Christmas candy? Is your order in yet? The profits, you know, will provide for Christmas boxes for the children who have no one to provide festivities for them. \$1.30 the five-pound can. And it keeps,—if you will let it.

We are so glad to hear of Mrs. Ward's recovery after spending two whole weeks in bed. Pretty "tough" luck! We don't think Sylvia would have minded nearly so much if she could only have eaten turkey with the rest of us last Thursday!

The PHILADELPHIA SHOE CO. SHOE ORDER

Issued for Any Amount
You Desire
Offer to the Business Women
Not Alone
Comfort and Contentment
But Also
The Highest Standard of
STYLE AND GOOD TASTE
525 14th Street

Miss Emily Palmer, our chairman of research, has left for a vacation trip to New York and Washington. While in New York she will visit national headquarters of B. P. W. C.

Wasn't that nice of Mrs. Minna Carter to sing a group of Bond songs at the luncheon last Thursday? Thank you, Minna, and such accompaniments as Eva Garcia did play! Eva knows we are forever indebted to her.

CLUB CALENDAR

Club card party, December 7, 1923. Reserve your tables with Miss S. M. Chalmers. Come singly and in groups.

Junior play: Tuesday, December 11th, 1923. 50 cents is the admission. Everybody come and help the girls get a start. You will have more than your money's worth in real rollicking fun.

A Christmas dinner will be served in the Oakland Club House December 27th. Save the date for a real affair.

Stuart Walker Plays: February 14th and 15th, 1924.

ASK YOURSELF

Am I hitched up right, or am I a round peg in a square hole?

Am I backing up my chance in life in every possible way, or am I sliding along the lines of least resistance?

Am I keeping myself fit to do the biggest thing possible to me every day of my life?

Do I decide things quickly, finally, or am I forever on the fence, fearing to make definite decisions which I cannot reconsider?

Have I the initiative which begins things without being told to; which does things without waiting for others' instructions?

Have I the courage which dares to branch out in an original way, dares to make mistakes that may humiliate me if I should not happen to succeed?

If you can answer the above questions in the right way, you will bring

out a hundred per cent of your ability instead of the fifty per cent that the majority of women are content to develop; you will attain your ambition and be what you long to be.

HEAR MRS. BURNELL

By special request at Friday's luncheon, Dec. 7th, at 12:15 Alice Burnell will continue informally her talk on her European trip at the club room. Be sure and be there—you can ask all the questions you wish.

SWEETEST GIFT OF ALL

MISS SAYLOR'S UNUSUAL CHOCOLATES

FOR SALE WITH ALL DEALERS

When you want to entertain your friends, let me
SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

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1017 FRANKLIN STREET

Oakland, Cal.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

TICKLISH

Smile and the office smiles with you.

A woman and an egg should be above suspicion.

If you must reform something, why not start in on yourself.

"We are always equal to what we undertake with resolution."—Thomas Jefferson.

When you apply for a job, give the impression that you are also looking for work.

Don't forget today that appreciative word and that little kindness you have in mind. Tomorrow may be too late.

MR. & MRS. FRANK BLOTE SPECIALISTS

Here we are—Ready for Xmas
Fountain Pens Automatic Pencils
(An elegant line of Pen and Pencil Sets)
'The Fountain Pen Shop'
463 14th Street

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Rooms 95-96 Bacon Bldg.
11th and Washington Sts.
Tel. Oakland 6999
Evenings by Appointment

Pepper and "pep" are the same thing, with one exception—"pep" is not to be sneezed at.

Teacher—"Who knows what races of people have black eyes?"
Little Mary—"Shieks and prize fighters, teacher!"

Let's dot our I's and cross our T's, and show the world we know, the value of small things like these, for great from small things grow.

Tommy had been playing truant from school and had spent a long beautiful day fishing. On his way back he met one of his young cronies, who accosted him with the usual question, "Catch anything?"

At this, Tommy, in all consciousness of guilt, quickly responded: "Aint been home yet."

Little Gregg McGibbons came home from Sunday school one day enthusiastic about the songs they sang.

"What did they sing?" asked Elizabeth.

"Save your teeth every day," was the prompt reply.
(Which interpreted means "Saviour, teach us every day.")

"Father," said the conventional small boy, "what is the difference between a pedestrian and a jay-walker?"

"A pedestrian," returned the conventional father, "is a person who walks when you are walking. A jay-walker is a person who walks when you are driving."

A lot of us are prone to say we haven't had a chance; that big things haven't come our way, we've made no real advance. We tell of other girls or chaps who seem to float along; the prizes fall into their laps, just luck—and all dead wrong. If we could look at what we do, with other people's eyes, a lot of us would have a view to cause us great surprise. The trouble's been big tasks and such have occupied our mind, while to small things, that count so much, we have perhaps been blind.

THE WORLD'S NEED.

By Ella Wheeler Wilcox

So many gods, so many creeds
So many paths that wind and wind,
While just the art of being kind
Is all the sad world needs.

The two little daughters of four and six years of one of our members rushed in from an errand the other day.

"Oh, Mamma, we saw a cat with five little kittens at the drug store," cried the younger one.

"Poor little things their daddy was dead," exclaimed the other one.

"How do you know their father was dead?" inquired the mother.
"The kittens were all in black."

CORRECTIONS TO ROSTER

Keiver, Miriam G.485 Clifton
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ResidencePied. 2922
Spencer, G. A. B.1324 Weber St.
Dahlia GardensAla. 2439

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Application for Membership recently approved by Membership Committee:

Altman, Mrs. Bessie.....44 Wildwd
Jersey Milk, Cream & Butter Co.
Bookkeeper;

Cassedy, Mrs. Marg. Mills College
Mgr. College Shop

Good, Mrs. Kath. R.101 Grand
Mgr. Kitty Good Shop

Holler, Mrs. Evelyn. Mills College
Faculty Secretary.

McDonald, Mrs. Maude.....622 15 St.
Owner Sheet Metal Wrks.

Rieves, Mrs. Peggy. 1449 Alice St.
Platform Speaker & Teacher

Shestek, Louise.....1628 16 St.
Oakland Mazda Lamp Wks
Asst. to Gen. Mgr.

Secombe, Mrs. C. H.....1630 1st Av
Asst. to C. H. Secombe Atty.

Schneider, Mrs. Esther Wood
Director Camp Fire Girls
Activities.....Lks. 8789

Why go without the pleasure of sending Gifts at this joyous Season? When you have the Copper Shop with its beautiful assemblage to select from. Brasses from England, Pot-teries and a thousand things besides.

The COPPER SHOP

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You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE
ASK THE

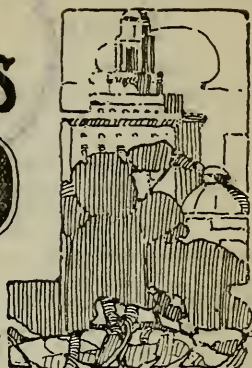
P. G. and E.
"PACIFIC SERVICE"





BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, December 10, 1923

Number Twenty-Eight

"Loyalty is love in action; loyalty makes emotion into a motive force"

LUNCHEON

Thursday, December 13, 1923, 12:15 p. m.

SPEAKER

MRS. CHAS. KLOSS

SUBJECT

"REBECCA"

Mrs. Kloss is so well known to many of our members it is hardly necessary to emphasize that her talk will be as inspiring as it will be full of interest.

MUSIC—Furnished by Mrs. Ada Angell of Music Committee.
Saxophone Solo—Burton Markovits

Plates 60 Cents

Phone Reservations

OUR NEW SERVICE

Learn to make your own curtains and drapes under the guidance of our experienced instructor. This service is rendered free of charge.

The Curtain Store

520 THIRTEENTH STREET
Oakland, California

How does the other woman get ahead?

Let the WOMAN'S DEPT. of the

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Savings Bank

1560 Broadway

Tell you.

Mrs. George A. Rigg

Director Womens' Dept.
Oakland 8626

CLEANLINESS

Provide facilities for personal neatness on the part of your employees. It will be reflected in the neatness of their work.

Oakland, California
Towel Company

28th and Filbert Sts.

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Treasurer.....**EUNICE G. PRICHARD**
Secretary.....**JOSEPHINE MCLENEGAN**
Auditor.....**A. M. JESSEN**

JUNIORS

Lest you forget—the Juniors stage
their first entertainment Tuesday
night, Dec. 11th, at 8:30—don't fail
to be present. Bring your friends.
The show promises to be a great
success, as the girls have been work-
ing hard and earnestly. Come see
the Irish maid and the shy little
Japanese maidens or you will miss a
treat.

Maiden, Rittigstein & Co.

Business Property
Specialists

Real Estate and Insurance

420 15th Street Lakeside 4300

SHOP EARLY

Hustle out the noon hour or
use the phone—anything to get
that Xmas shopping done early
this year.

Down town district congested
already—what will it be like two
weeks hence? Crowded enough
for us to save our strength, our
time and nerves.

SHOP EARLY

CLUB IDEALS

The purpose of our organization is to make us
more intelligent citizens by impartial consideration
of civic matters as they arise; to become an organ-
ized force for good in the community; to assist and
encourage younger women entering business life,
setting higher standards of efficiency and person-
ality, and finally, to furnish the opportunity for
business women to meet socially women in their
own and other lines of endeavor.

We should lend our influence and aid as far as
possible to every movement which we, after careful
consideration, believe to be worthy. In addition to
this, we should each year attempt to meet one press-
ing need of the community and concentrate our
efforts on its accomplishment. Thus, instead of
scattering our energies we would focus them and do
something really worth while which would be recog-
nized as our work.

We have no realization as yet of what we could
accomplish by centralizing our forces. Once we
choose a really worth-while project, the public would
get back of us, every business firm and service club
would stand ready to help us and we would be
bound to win.

Think this over and suggest the thing we should
set our minds and energies to work upon. Let this
club be a leader of things in the community, not
just a follower.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

STEINBECK COMPANY MEAT MARKET

1625-29 Broadway

Choice Holiday Turkeys

Phone Oak. 554

1630-32 Telegraph—Opposite Post Office

AMONG OURSELVES

Little Dorothy Driggs was at home ill for one whole week and we didn't know a thing about it, but we're glad to see her at luncheons again.

Have you tried the luncheons of our new chef? Mrs. Nattinger is at the helm. By-the-way, we do rent our club room for parties and dinners \$10 for the evening, with kitchen included \$17.50.

Miss Albina Cronan is out of town recuperating from rather a serious illness. We could hardly call such a trip as hers, vacation, but we surely hope it may prove to be a real vacation before her stay is over.

And lest you forget! How about a can of that delicious Xmas candy for the small boy and little girl in your block? It's the best ever to send away to friends in the country because it will keep fresh as long as it lasts. Better get your orders in early, it is going fast at only \$1.30 a can.

Don't forget the Junior Play this evening! Haven't been able to learn a thing about the cast, guess it's a deep dark secret, but we have been told it will be twice as funny as the best comedy you've ever seen! And they are to have other attractions besides the play. Bring a young friend who might be interested in joining the Junior Section!

Can you imagine a more attractive gift for Mrs. Newlywed than a complete supply of delicious concentrated flavoring oils? The club has thirteen different varieties on sale at only fifty cents a bottle. Profit of the sales to go to club projects. You might try just one bottle yourself, only two drops to flavor a large cake. Add a touch of individuality to the seasoning in your

Xmas dinner! Every flavor imaginable from rich onion oil for your turkey dressing to spicy cinnamon for plum pudding!

The club wishes to extend its most sincere sympathy to the mother of Mrs. King in her sorrow through partial loss of her eyesight. She has been a frequent guest with us at the club luncheons and we trust it may not be too long before she may come again. We were mighty glad though, to see Mrs. King's big blonde smiling boy out of the hospital and quite well again. Don't you think we should give Florence "three big ones" for the courage she has shown in so much misfortune?

The "Over Here" committee have invited us to share the privilege of making the rooms at Palo Alto Base Hospital more homelike and attractive for our boys who must spend so many long days and weeks and months indoors, because they went "Over There". Mrs. Alice F. Barker has been appointed chairman of the committee in our club and will take her group to Palo Alto soon to investigate the possibilities of decorating a room. The S. F. Club has already joined the Annie Laurie Committee in furnishing one of the large living rooms. Do not hesitate to give our committee your suggestions or to volunteer your services because no one can help being interested in a project that will help to add a bit of cheer for our boys!

Have you forgotten something? Get your Christmas seals at the club room and help children regain sound bodies.

Concerning the signing of articles in the editorial section the staff of the HERALD at their regular meeting last week voted that no articles classed as editorials or placed in that column shall be signed in the future. Reasons would seem obvious. In any other section of our club paper the editor will be glad to run signed articles that pass the judgment of the entire staff.

Greatness, in the last analysis, is largely—BRAVERY—courage in escaping from old ideas and old standards

and respectable ways of doing things. This is one of the chief elements in what we vaguely call capacity. If you do not dare to differ from your associates and you will never be great or your life sublime. You may be the happier as a result, or you may be miserable. Each of us is great insofar as we perceive and act on the infinite possibilities which lie undiscovered and unrecognized about us.—James Harvey Robinson.

NOTICE

MRS. GEORGE A. RIGG, new member and new Director of Women's Department of the Commercial Trust and Savings Bank, is a new advertiser on the front page of the HERALD. New members seem to be up and doing! Witness MRS. BLOTE'S AD—another new addition to our ranks. Patronize these ladies and read carefully all the HERALD ADS and tell these good people where you saw their ADS when you give them your trade.

SWEETEST GIFT OF ALL

MISS SAYLOR'S
UNUSUAL
CHOCOLATES

FOR SALE WITH ALL DEALERS

When you want to entertain
your friends, let me
SOLVE YOUR HELP PROBLEM
Cook Your Dinner and Serve It,
Furnish all extra help necessary

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Oakland, Cal.

LOOKING FORWARD

Mr. F. F. PORTER, President of the Real Estate Association of Oakland in his talk at our dinner last Thursday, gave us information that not only confirmed our most optimistic belief in the property our Holding Company has purchased, but information which, if put to practice—and we as business women with our interests centered in Oakland should do our part to see that it is—will put Oakland in the position among the cities of the world which her natural heritage entitles her.

Mr. Porter said to us:

"There are some things we ought to do: (1) We ought to have a comprehensive survey made of the city and harbor; (2) We ought to have a zoning law passed; (3) We ought to have our Western water front improved, and then the city will take care of itself. And I will say to you, up to the present time it is just what it is in spite of ourselves. It is a wonderful city, and simply needs co-operation and good horse sense to make it one of the leading cities on the Western Continent."

We business women have had the wisdom, the "horse sense", to purchase one of the choicest lots in a city with the brightest future of any on the Coast. Mr. Porter assured us it is his candid belief that within ninety days he could sell our lot for \$50,000—but he advised us very earnestly not to do this, he advised us to keep our property—he said its superior location, east of Broadway, with property values increasing each

day, with the now almost assured placing of the county buildings on the Sacred Heart property near by, gave us a location second to none for the erection of our own home.

"The very best possible buy that you folks can make", Mr. Porter told us, "is to buy some of that stock. I will say to you that if I had an opportunity I'd buy it all. I tell you what your club should do: In the first place you should buy that stock, it is a wonderful investment; when the stock is sold and the lot is clear, there are two ways of putting on a building. One is to lease it and provide in the lease that you shall have quarters for yourself, which you can use and rent. Or, you can finance a building yourselves; the trust companies will be perfectly willing to loan you money enough to build."

The realization of our club home has seemed slow at times, but we have now passed the "if" point, the "when" post is flitting by, and we will soon be in sight of a large post emblazoned "1924".

DORA B. COOLEY.

WHO ARE THE COUNTRY'S TEN GREATEST BUSINESS WOMEN?

Mrs. Elizabeth Sears, former editor of the Independent Woman and now head of the New York League of Professional and Business Women, pondered over this question and admitted it was difficult when asked for a "sister" ranking. "It is difficult to admit the list of ten," she said, "for there are some 4,000 women whose success has put them in the front ranks of the business world."

"But foremost of these, I believe, is Mrs. Lena Lake Forrest of Detroit. She probably has done more for blazing the way of women into the business world than any other person. A wizard at her own work, insurance, she matches up well with any of the men in the same calling."

"Closely associated with her is Miss Georgia Emery, head of the women's department of the Mutual Life Insurance company. Formerly a school teacher, she was forced into business by circumstances. And she made a go of it. Now she is busy helping others to do as much. 'Any failure can sell insurance,' is her idea, and she is putting it over big. She and Mrs. Forrest both have made the exclusive \$500,000 Club, bringing in at least that much business every year."

Mrs. Sears gives a very keen description of the types of business in which these women have succeeded, as she develops her article and places

the women. She gives third place to Miss Ann Baker of Paducah, Kentucky, who heads the manufacturing of ties and rafters for steamboats; Miss Mary Ryan of Brooklyn is president of the Ryan Paint and Supply company, and is believed to have been the inspiration for the play called "The Clinging Vine"; Mrs. Zella McBerty, a trained machinist, helped her husband to develop the Federation Spot Welder company, of Warren, Ohio, to a million dollar a year basis; and Mrs. Mary Stubbs Moore, a chemist, is president and manager of the Pitman Chemical company, Indianapolis. Seventh in the list is Mrs. N. B. Brainerd, who builds the best tug boats in southern waters; Miss Cecile Woodbury is president of an iron foundry in Great Falls, Mont.; Mrs. Charles Gould of Oklahoma City, works with her husband, and their company of industrial geology is kept busy making surveys, reports and money; tenth place goes to Miss Alice Engelhardt of Cincinnati, who rose from a \$4 a week job as stock girl to a secretary and treasurer of the Potter Shoe company.

Mrs. Sears concludes: "All these women are pioneers and leads in the business world, opening up new vistas for women. They are all leaders in their chosen fields, and they succeeded because they were ready to take a chance."

"All of them are middle-aged, between 35 and 45. Their work seems to keep them young."

APOLOGY

The article appearing in the editorial column last week was submitted by Dora B. Cooley who should have gotten credit for same. Please note this belated recognition. 'Twas the printer's fault, entirely. His reason: "No room to run it."

CLUB PARTY

Plans are on way for our Christmas party December 29, to be held in the Home Club. Out-of-town club guests will be present galore, so better hurry with your own reservations or you will miss the fun! Plates \$1.25. Phone House Manager.

Why go without the pleasure of sending Gifts at this joyous Season? When you have the Copper Shop with its beautiful assemblage to select from. Brasses from England, Potteries and a thousand things besides.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, December 17, 1923

Number Twenty-Nine

"Peace On Earth, Good Will To Men"

LUNCHEON

Thursday, December 20, 1923, 12:15 p. m.

60c the plate

Santa Claus has radioed he will leave a package at the Club room for each member who attends the lunch Thursday. He also said he wishes to have one club member as his luncheon guest. The lucky one will be decided in the mysterious way in which he conducts his activities. A chance to save the price of your lunch,—it may be you, so be on hand.

Music in charge of MRS. ADA ANGELL,
of Music Committee.

Christmas Gifts

—at—

The Curtain Store

Our new departments offer many suggestions in useful attractive and lasting Christmas Gifts. It will pay you to see them.

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Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, Inc.

of Oakland, California

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Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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CHRISTMAS IN CALIFORNIA

*Can this be Christmas—sweet as May,
With drowsy sun and dreamy air,
And new grass pointing out the way
For flowers to follow, everywhere?*

*Has Time grown sleepy at his post,
And let the exiled Summer back,
Or is it her regretful ghost,
Or witchcraft of the almanac?*

* * * * *

*Before me, on the wide warm bay,
A million azure ripples run;
Round me the sprouting palm-shoots lay
Their shining lances in the sun.*

*With glossy leaves that poise or swing
The callas their white cups unfold,
And faintest chimes of odor ring
From silver bells with tongues of gold.*

*A languor of deliciousness
Fills all the sea-enchanted clime;
And in the blue heavens meet, and kiss,
The loitering clouds of summer time.*

EDWARD ROWLAND SILL.

Lakeside
939

Xmas Gifts

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Evenings

That are Different

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American Theater

STEINBECK COMPANY MEAT MARKET

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1630-32 Telegraph—Opposite Post Office

Among Ourselves

Some folks want wealth
And some want health
And others cheer and laughter.
May Christmas bring you everything
Whatever you are after.

We are glad to report that Mrs. Zehren who has been quite ill at Fabiola is convalescing and we hope soon to welcome her again.

Valuation of the Club property has so increased that there was some discussion at the Stock Holders' meeting of advancing the price of the stock.

Too bad it rained so hard Thursday that many were discouraged from attending the luncheon and hearing Mrs. Kloss' beautiful little talk on *Rebecca*. We hope you will come again, Mrs. Kloss.

All hail "Nancy Lee."

We bid our Club members, Engs and Morgan welcome into the uptown district. Their new branch has been opened in the Kahn addition on Telegraph Ave. under the appellation of "Nancy Lee." Call and extend felicitations.

Do you know that Dorothy Driggs went home again sick. It may have been either on account of, or because of, the drive the American Bank has on, but there is suspicion it is to make us set up and take notice. We are setting up Dorothy, and trust your recovery will be speedy and complete.

A Testimonial

"Dear Dr. Swauger: Your medicine has helped me wonderfully. A month ago I could not spank the baby and now I am able to thrash my husband. Heaven bless you."

**NOW IS THE TIME
To Select Your
XMAS GIFT SLIPPERS**
While Our Huge Stock Is
Complete
**Slippers for
Men Women and Children**
**EVERYTHING IN
SHOES**
**The
PHILADELPHIA
SHOE CO.**

DAME RUMOR ON THE CHRISTMAS PARTY

to be held at the HOME CLUB
Saturday night, December 29

We've all heard a great deal about Anne Ryan's girls and we agree she makes a wonderful mother, but what do you suppose, she's trying to become a father now! Anne is to be Julius Caesar and poor little Eva Stromberg will be Caesar's wife, California. Whether Anne makes a good husband or not remains to be discovered, but we do think the cast director knew what she was about when Dora Cooley, Florence King and Florence Hill were made the villains! Can you imagine our charming Bird Wilson as the eloquent Brutus? And Miss Brazil as portia and Ella Flynn as Mark Anthony!

The JUNIORS feel sure that the Burlesque on Shakespeare is apt to take on a very serious note with such clever players in the cast and are planning to have something of a lighter nature. If you saw the JUNIOR Play, you know just how lovely they will be in a real old-fashioned minuet! Pegav Kirsten is directing the dancers and they are sure to be delightful in wigs and buckles and pretty satin hoop skirts!

A Few Suggestions to Christmas Shoppers

Do your Christmas shopping late so as to avoid the early rush.

On the other hand, do not wait until Christmas is over.

Try to decide what you want before you buy it. Not afterward.

Do not send the present that you received from some one last year to that same some one this year.

Do not enclose the bill with the present you send.

Refrain, if possible, from sending such presents as poisonous snakes, snarling dogs, wildcats, scorpions, sharks or wharf rats.

Always buy appropriate presents. Thus, do not send a carving set to a vegetarian or a volume of love lyrics to a misogynist.

Leave the price marks only on those articles for which you have paid too much.

Try to avoid sending the wrong present to the right person.

Remember that, as Sir Arthur Doyle has so often told us, it is the spirit that counts.

"How to Cook a Husband!"

An Illinois cooking teacher, Mrs. Mary J. Marchmont, has prepared for her pupils a recipe for cooking husbands which is said to be perfect. This is her method:

"Many husbands are utterly spoiled by mismanagement in cooking and so are not tender and good. Some women go about it as if their husbands were bladders, and blew them up; others keep them constantly in hot water; others let them freeze by their carelessness and indifference.

"Some keep them in a stew by irritating ways and words; others roast them, and others keep them in a pickle all their lives. It cannot be supposed that any husband will be tender and good managed in this way; but they are really delicious when properly treated.

"In selecting your husband you should not be guided by the silvery appearance as in buying mackerel, nor by the golden tint, as if you wanted salmon. Be sure to select him yourself, as tastes differ. Do not go to the market for him, as the best are always brought to the door.

"Make a clear, steady fire out of love, neatness and cheerfulness; set him as near this as seems to agree with him. If he sputter and fizz, do not be anxious about him; some husbands do this until they are quite done. Add a little sugar in the form of what confectioners call kisses, but no vinegar or pepper must be used on any account. A little spice improves them, but it must be used with care and judgment.

"Do not stick any sharp instrument into him to see if he is becoming tender; stir him gently, watch the while, and you cannot fail to know when he is done.

"If thus treated, you will find him very digestible, agreeing nicely with you and the children, and he will keep as long as you wish, unless you become careless and set him in too cold a place."

Why go without the pleasure of sending Gifts at this joyous Season? When you have the Copper Shop with its beautiful assemblage to select from. Brasses from England, Pot-teries and a thousand things besides.

The COPPER SHOP
632 14th Street, Oakland

Congratulations

JUNIORS

If the performance that the JUNIORS gave last Tuesday night is a sample of what they are capable of accomplishing—then we may look to them for some mighty fine work in the future. Not only was the entertainment a social success but a financial one, as approximately \$50 was cleared.

A well balanced program was offered which included a one-act play, recitations, violin solo, an oriental chorus, and some dancing. The play was quite the hit of the evening and following close upon it was the chorus of gay Japanese maidens and sedate Chinamen. The JUNIORS surely deserve praise for the splendid entertainment they presented.

JUNIORS!! Remember the regular meeting tonight, Dec. 18th, at 7:30 in the club rooms. Come!!

Christmas Crises

The collision between the policy of useful gifts for the children and the well-known tenet that they are young only once.

The appropriation for the present of one's wife's mother.

The agreement that one must draw the line somewhere and the difference of opinion as to where it should be drawn.

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HIGHEST IN FOOD VALUE

Philosophies

It's the grain of sand in your shoe,
not the high hill, that wears you out.

The man who regards politics as
a business has no business in politics.

Give a rope to two men and one
will lead while the other follows.
Queer, isn't it?

The man who has no show at
home generally spends considerable
time at the movies.

When a horse runs away just once,
his reputation is ruined, no matter
what the provocation may have been.

It is reported that the Boy Scouts
are about to start a campaign to
compel their mothers to quit cigarettes.

No union man is willing to admit
that hire should be lower, but with
the Pullman Co. the lower is always
higher.

If your voice is weak don't under-
take to compete with the statesmen
who has announced their intention
of reforming this country.

TICKLISH

Mother asked Grace in the morn-
ing whether she had heard the thun-
derstorm during the night.

"No," answered Grace, "I guess
I sleep thicker than you do."

Why sulk and snivel o'er your lot?

Why weakly sigh and fret?

Cheer up! The more you haven't got,
The more there is to get!

"There's something of a moral in
Ed Testy's mule," says the old citi-
zen. "He's a kicker, but when he
kicks he can't pull, and when he
pulls he can't kick."—Ex.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, December 31, 1923

Number Thirty

Forgetting those things which are behind and pressing forward
to the mark of the high calling.

CHRISTMAS JINX DINNER

Saturday, December 29, 1923, 6:15 p. m.

PLACE: HOME CLUB, PARK BLVD AND COTTAGE AVE.

Have you saved the date and arranged to bring a friend?

PROGRAM will be in keeping with the season's festivities.

Invitations have gone out to the Governor, Annie Laurie, and the San Francisco, Berkeley, and San Jose Business Women's Clubs, whose stunts, coupled with the performance of the members of our own club now in training will make of it a "never-to-be-forgotten" evening filled with joy and merriment from beginning to end.

AGAIN! *Time and Place—DECEMBER 29—HOME CLUB.*

The committee of arrangements have secured MR. IRVING PICHEL to speak to us at the CHRISTMAS JINX DINNER on the subject of THE STUART WALKER PLAYERS, the supreme organization scheduled to give three performances in Oakland in February under the direction and auspices of the Club.

Christmas Gifts

—at—

The Curtain Store

Our new departments offer many suggestions in useful attractive and lasting Christmas Gifts. It will pay you to see them.

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Next

1703 CLAY ST. American Theater

*A Happy and Prosperous
New Year to All!*

A NEW YEAR'S WISH

Beautiful isles of friendship

Out in the ocean of life,

Beautiful fields of service

Far from the shores of strife,

Beautiful meadows of plenty

Under clear skies of blue—

That is the land I am wishing

This New Year will bring to you.

*If you could once make up your mind in the fear of
God never to undertake more work of any sort than you
can carry on calmly, quietly, without hurry or flurry, and
the instant you feel yourself growing nervous and like one
out of breath, would stop and take breath, you would find
this simple common-sense rule doing for you what no
prayers or tears could ever accomplish.*

ELIZABETH PRENTISS.

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AMONG OURSELVES

Great preparations are being made for the Christmas Party at the Home Club, Dec. 29th, and send in your reservations by Dec. 27th. Make reservations for yourself and as many guests as you wish. Give the name of any women whom you think might be interested in joining the Club to Miss Wilkin so as not to duplicate invitations, and she will attend to sending them out for you.

What did you think of the Christmas number of the HERALD? The staff tried to please you all and many favorable comments were heard. Let us have more of criticism, either good or bad. We can improve the little club paper by either sort of reaction. But it is *reaction* we are after. Come along and let us hear what you think of the HERALD... It can't go on forever by the inspiration of the few on the staff. *You* make up the body of readers and advertisers so send in your suggestions. Thank you!

Wasn't the Christmas luncheon a success? Dr. Kibbe made a wonderful Mrs. Santa Claus and her pack contained a wonderful array of noise-producers. Our new club members furnished the program, and a good one it was too. Mrs. Bonnell's reading, Mrs. Ritchie's original composition on the spirit of Christmas, Eva Stromberg's recitation, and Mrs. Angell's vocal solo were very good.

Mabel Little was the lucky one to be the guest of Mrs. Santa Claus and her speech in acknowledgment was eloquent. We didn't realize what a good public speaker she is.

Our sympathy goes out to the W. P. Bells who operate the La Belle Shop, 80 Grande Ave., who were the victims of robbers last week. They are among the new advertisers of the HERALD and carry a select line of women's apparel, dainty, distinct, different. Artistic worth did not deter the robbers, however, who entered the new store and took everything in dresses, skirts, and novelties of all kinds leaving only sweaters and the heavier articles. Be it said to the credit of the Bell's enterprise only a few hours elapsed after the robbery until another stock of goods was obtained from San Francisco and the store again open for business. Give these people a visit when in their neighborhood, and tell them you saw this in the HERALD.

Several of our club members are invited to serve as speakers during the Community Chest campaign for Oakland which takes place in January of the new year. Among those who were seen at the initial meeting of the speakers last Thursday called by David D. Oliphant Jr. Chairman Speakers' Committee, were our president, Mrs. Gustason, Alice Brookman, of the Y W. C. A., Zannette W. Potter and Mae Wilkin. It was urged that the theme of every speaker's talk be "*every individual who becomes a liability upon the community becomes a liability upon every individual in the community.*" With this club so well represented at headquarters let every member keep informed of the aims, purposes and record of the Community Chest and plan to duplicate or increase the individual subscriptions of last year. It must be remembered that the Community Chest supports *welfare* as well as *charitable* organizations.

Miss Zannette W. Potter is reminding all club members who are Symphony patrons not to forget to go from the Xmas Jinx Dinner in time to hear the symphony concert at the Auditorium Opera House on the same evening beginning at 8:30 P. M. Tschaikowsky's Symphony *Pathetique* will be played and Mr. Louis Persinger will render the *Lalo* concerto on that famous \$30,000 violin which is one of the four great Strads now in existence. Too bad for this conflict but the symphony dates have been set and announced for many weeks.

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COMFORT

STYLE

and CORRECT FITTING

The
**PHILADELPHIA
SHOE CO.**

525 14th Street

TICKLISH

Here's to the young girl, not too young,

For the good die young, and who wants a dead one?

Here's to the old girl, not too old,
For the old dye too. And who wants a dyed one?

"Why doesn't Elsie go to a chiropractor?"

"She has no backbone."

Higgs (reading the advertisements)—Say, what's a guest towel?
Biggs—A clean towel.

The best argument for the styles of the present day is the family album.

He—The engine seems to be missing, sweetheart.

She—That's all right, dear, it doesn't show.

He—Last night I dreamt I was married to the most beautiful girl in the world.

She—Oh, George! Were we happy?

"And did you ever make a serious mistake in your diagnosis?"

"Yes. I once treated a patient for indigestion, when she could easily have afforded appendicitis!"

Rosemary had been using the word "satisfied" considerably. When I asked her if she knew what it meant she thought a minute and replied, "O, that means after you're through with the crying."

"Do you suppose Crankleigh really enjoys that stuff he eats?"

"No! He's only playing to the calories."

Grandmother: What's pussy meowing about?

Betty: She's worrying 'bout her tail. It's under your rocker.

Child Movie Fan: Is that you, Santa Claus?

Father: Yes, Lie still!

C. M. F.: Drop the whole sack and fade out, or I'll turn my gun on you!

"Was the picture show a good one?" I asked Robert when he came in the house.

"You bet," he answered warmly, "it was the kind where the men fought their feelin's out and there was no ladies to have to keep kissin'."

NOT TOO LATE

As this number of the HERALD will be received around the Christmas date the following will not be inappropriate, and who is there that does not enjoy a bit of history like this?

The First Christmas Tree

A beautiful story well told merits reading and re-reading, and Henry Van Dyke's "The First Christmas Tree" is one such story. We never tire of hearing how that band of Christians with Boniface of England and his companion Prince Gregory on Christmas Eve, 724, came upon Hunrad, the old German priest, and his followers celebrating the feast of the death night of the sun-god, Baldur the Beautiful, beneath the sacred oak of the Thunder God, Thor; and how Boniface stuck with his staff, the hammer raised to crush the fair head of the child to be sacrificed, breaking the huge rock beneath. The heathen band, at first amazed and angry, began to marvel and listen; then the Christians felled the oak to build a temple to their God, and Boniface seeing before him a young fir tree, straight and green, spoke to his companions: "Here is the living tree, with no stain of blood upon it; that shall be the sign of your new worship. See how it points to the sky. Call it the tree of the Christchild. Take it up and carry it to the hall of the chieftain. You shall go no more into the shadows to keep your feasts. You shall keep them at home with laughter and songs and rites of love."—A. E. Buller.

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Oakland 1209

*We have Merchandise Record
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(Bessie J. Wood)
A WOMAN UNDERTAKER
2850 Telegraph Ave.
Phone Lakeside 49



Telephone Lakeside 1341
COOLEY & PARKER
Printers

1017 FRANKLIN STREET
Oakland, Cal.

I RESOLVE

To do everything that comes to my hand as though it were a test job for my promotion.

Never to postpone or put off doing a disagreeable task which must be done, and the doing of which will be good for me.

Never to decline to do any service it is possible for me to do for another.

Never to refuse to do that which enlarges my life, broadens my vision and makes me a fuller, a richer, a more complete man or woman.

That I am not going to be a trailer, a follower, a leaner, or an echo of other people's opinions and beliefs.

That I shall work on the weak links of my character, and do my best to eliminate all defects.

That I will let go of the things that are not worth while, and at any sacrifice do those things that will count most in making my life one of real service to the world.

O. S. M.

A Notable Celebration.

A most interesting celebration, in the industrial field, was held a short time ago at Ilion, New York. It was the fiftieth birthday of the Remington typewriter.

Among the noted guests were Lillian Sholes (Mrs. Fortier), the first girl typist, and Charles E. Weller, the first male typist, also Henry Harper Benedict, the sole survivor of that wonderful group of men who founded the typewriter business.

The afternoon session was held in Sholes Park, the sight of the memorial to Christopher Latham Sholes, the inventor of the writing machine. The speakers at this session were Mrs. Lena Lake Forrest, President of the National Federation of Business Women, Mrs. Elizabeth Sears, President New York League of Business and Professional Women. Mrs. Forrest chose for her topic "Advent of Women in the Business World". Mrs. Sears spoke upon "The Keys to Success".

As an organization we are proud to have been represented by two such brilliant women.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE



BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, December 31, 1923

Number Thirty-one

"I Tried" May Be a Boast, a Confession, or an Excuse

LUNCHEON

Thursday, January 3, 1924, 12:15 p. m.

SPEAKER

DR. R. G. BRODERICK

Superintendent of Hospitals for
Alameda County

Dr. Broderick is a good speaker and will tell us of the new
Highland Hospital located at 4th Ave. and E. 26th Street.

Don't fail to hear this talk — you will be interested — and bring
a friend to the luncheon.

Music—furnished by the music committee—Z. W. Potter, Chairman

A NEW SERVICE

Learn to make your own curtains
and drapes under the guidance of
our experienced instructor.. This
service is rendered without charge.

The Curtain Store
520 THIRTEENTH STREET
Oakland, California

What is the Key to Independence?

A Bank Account
with the

**Commercial Trust and
Savings Bank**

1560 Broadway

Mrs. George A. Rigg

Director Women's Dept.
Oakland 8626

CLEANLINESS

The complete cleansing of the hands
or face is impossible without the
final use of a cloth towel.

**THERE IS NO SUBSTITUTE
FOR CLEANLINESS**

Oakland, California
Towel Company
28th and Filbert Sts.

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

Application has been made to the Post-
office Dept. for entry as second class matter.

Subscription Rate . . . \$1.00 per year
Single Copies.....5c per

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FLORENCE M. KING.....Club Notes
F. HARRIET BAKEWELL.....Juniors

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Publicity.....DORA B. COOLEY.
Membership.....DR. LUELLA S. SWAUER
Reception.....MRS. M. B. GUBER
Activities.....GLADYS L. BARNDOLLAR
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House Manager.....MAE B. WILKIN

JUNIOR SECTION

MISS S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

EDITORIAL

In an article, "Women and the Govern-
ment," by Harry M. Daugherty, Attorney-
General of the United States, published in
The National Republican, Aug. 4, 1923, he
says:

"I believe that women who perform the
work of men and have, in their work, the
same responsibility as men, deserve and
should have the same wages and the same
consideration as men."

"I believe that women in industry, society
and government are just as essential to
proper equalization of economic conditions as
men. I might go further and say that I be-
lieve women, as a whole, are possibly more
essential to a successful industrialism than
are men, for it must be remembered that
upon the quiet and kindly wisdom and com-
panionship of the home depends fundamen-
tally and basically the mental equilibrium of
the men."

Introducing the New

ROWE SYSTEM OF SHORTHAND

Easiest System Known.

Term Opening Jan. 2 to 15, 1924.

Three Months' Course \$75.00.

POLYTECHNIC COLLEGE

13TH AND MADISON STREETS

STEINBECK COMPANY

MEAT MARKET

1625-29 Broadway

Choice Holiday Turkeys

Phone Oak. 554

1630-32 Telegraph—Opposite Post Office

AN INTIMATE WORD TO CLUB MEMBERS REGARDING ADVERTISING.

Follows a list of those who have advertised in the **HERALD** to date. The list includes a goodly array of business firms and individuals who have helped to support the **HERALD** and make the little club paper possible—for without these no **HERALD** could ever have been issued.

But there are many others in the club who have not given us an AD. Is this hardly fair? Some say, "We get nothing out of it, as we see." That statement is scarcely true. Many patronize firms and never think to say *we saw it in the HERALD*. And it would hardly be possible for over three hundred and fifty pairs of eyes to scan the **HERALD** as they do every week without seeing the various and attractive ADS therein. To be in business one must keep his name constantly before the public, in one way or another, and that can be done easily thru the medium of the **HERALD**.

QUERY: Would you like to go back to the weekly post-card announcement of club meetings which cost the club some fifty dollars every month or support the **HERALD** which is self sustaining and give the paper an AD occasionally. It has come to the point when this question must be asked of every club member very frankly.

In other words *it is up to you*. Have you gotten the point sufficiently to realize that the burden must spread to more than a few shoulders?

You get value received when you place an AD in the **HERALD**—remember that. You get it in *business*, in *club loyalty*, in *fairness* to the few who have been willing to carry the **HERALD** thus far.

Ring the editor, Lks. 6700, and ask to have your AD repeated in our next issue. May success and prosperity aplenty come to all our loyal subscribers during the coming New Year.

LIST OF ADVERTISERS IN HERALD.

Alameda County Loan Ass'n
Appraising Association
The American Bank
Ala Angel—Insurance
Madaline Archer
Bischoff Surgical House
Vera Brackett Byington—Ins.
Alice Fowler Barker
Bowman Drug Co.
Benson-Croizer Co.
Edgar H. Barber Co.
Bekin Fireproof Storage
Blakes Gift Shop
Laura P. Bail—Library
Dr. W. S. Baker—Dentist
Mr. & Mrs. Frank Blote—Fountain Pens
The Curtain Store
Eloise B. Cushing
Cosmetic Salon
Myrtle H. Cobb
M. Maude Carter—Beauty Parlor

Cooley & Parker—Printers
C. Elizabeth Casey
The Copper Shop
Clay-Hotchkiss—Schroeter
Wm. Cavalier Co.
Dora B. Cooley—Multigraph
Drake Catering Co.
Dickson-Bull Co.
Diehl's
Ora Egan—Linotypist
East Bay Clerical Bureau
Engs & Morgan—Bakeries
M. A. Bloedel-Fry—Beauty Parlor
Guber Hat Shop
Helena M. Gamble
Martha Holmes—Surg. Appli.
Hymans—Ladies' Wear
Hall Gas Furnace
Hotel Belvoir
Jean O. Johnson—Stenog.
Jersey Milk, Cream & Butter
Jepson—Express

Ki Ko Co., Myra Cohan—Scalp Spc.
Harry C. Knight—Builders
Peg Kirsten—Dancing
Leisz & Co.
La Bell Shop
Mrs. H. M. Leggett—Insurance
Multigraphing Letter Co.
Maiden-Rittigstein Co.
Milady Specialty Shoppe
W. I. Macdonald—Florist
Al Mulvaney—Signs
Miller Ice Cream Co.
J. H. MacLafferty—Auto Ins.
McWethy & Greenleaf—
Josephine McClenegan—
Oakland Calif. Towel Co.
E. L. Ormsby Co.—Clothiers
Eunice G. Pritchard—Insurance
Pacific Gas Appliance Co.
Polytechnic Eng. College
Zannette W. Potter—Concert Mgr.
Pacific Mausoleum Co.
Piedmont Beauty Parlor
Frank L. Pollard Co.
Pacific Gas & Electric Co.
Pollard Row—Investments
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L. B. Rollar—Specialties
Mrs. Geo. A. Rigg
Styles Music House
Spirella Corsetiere
Superior Ice Cream Co.
Spencer Dahlia Garden
Daisie Short—Insurance
Anna C. Simpson—Collections
May M. Schuler
Miss Saylor's Chocolates
Star Mattress Co.
A. Schlueter Co.
State Life Ins. Co.
Steinbeck Company—Meats
Vedromo Goat Dairy
Bessie Wood Gustason—Undertaker
Sylvia G. Ward—Buttons, etc.
White & Pollard—Real Estate
Western Casket Co.
Fred T. Wood Co.—Real Estate
Winder & Martens, Pomin's &
M. Donner
Robert Mills—Jewelry

PEG KIRSTEN SCHOOL OF DANCING

Classes Sat. Afternoon Children 2:30
Girls 3:30 Boys 4:30
Ladies' Class Monday Evening 7:30
Club Rooms—1741 Broadway

Insure with
**Equitable Life Assurance
Society**
of New York

See—**Mrs. Vera Byington**
Telephone Berkeley 386

S. F. WALTHALL
Realtor

507-8 American Bank Building
Cor. 16th and San Pablo
Oakland 1209

The record you wish is
probably here

STYLES MUSIC HOUSE

Incorporated
381 Twelfth Street, Oakland

DR. W. S. BAKER
Dentist

Rooms 95-96 Bacon Bldg.
11th and Washington Sts.
Tel. Oakland 6999
Evenings by Appointment

Bessie Wood Gustason
(Bessie J. Wood)

A WOMAN UNDERTAKER
2850 Telegraph Ave.
Phone Lakeside 49



Telephone Lakeside 1341
COOLEY & PARKER
Printers
1017 FRANKLIN STREET
Oakland, Cal.

TICKLISH

Let 'Em Knock.

When the scoffers scoff, and the mockers mock,
And the knockers stand at the side and knock,
Just roll up your sleeves and buckle in,
And stick to your task, and you're bound to win.
So toss them a smile when you hear folks mock,
It's a healthy sign when the knockers knock.

One of our teachers passed the home of one of her little pupils the other day. "Why were you not in school today, Helen?" she asked, seeing the little girl out at play. "Mother has a new baby and I couldn't."
"Don't you want to come in and see it?"
"Not now, dear, wait until your mother is better."
"You needn't be afraid. It isn't catching."

Circumstantial Evidence

A domestic requested Helen Powers to get her a new job, as she didn't like the one she had. Why, what is the matter? inquired Helen. "The master of the house is crazy as a loon. The other morning when I went into the living room he was down on his hands and knees under the table looking for the East wind."

The Three Gates

If you are tempted to reveal A tale someone to you has told
About another, make it pass,
Before you speak, three gates of gold.
Three narrow gates—first, "Is it true?"

Then, "Is it needful?" In your mind
Give truthful answer; and the next
Is last and narrowest, "Is it kind?"

Mrs. Martha Holmes
Surgical Appliances
and Corsets
306 Dalziel Bldg.
Oak. 1590

FENTON'S CREAMERY
41st and Howe Sts
All creamery products
None Better
Telephone Pied. 64

Use your Christmas money
for a permanent wave.

AIR-COOLED PROCESS

Piedmont Beauty Parlor

4212 Piedmont Ave.
Mrs. H. D. Hamlin
Telephone Pied. 523



MULTIGRAPH LETTER COMPANY

329 Thirteenth St.
Oakland, Calif.

Notary Public
Typing
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Stenographers
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Circularizing

GLADYS H. LENT-BARNDOFF
Phone Oakland 37 18

Pacific Gas Appliance Company

Home Comforts—
Gas Furnaces, Direct Action Ranges,
Hoffman Automatic Heaters, see
Mrs. S. H. Harris 1533 Clay Street
Oakland 2481

IF IT IS ABOUT GAS OR
ELECTRIC SERVICE

ASK THE

P. G. and E.

"PACIFIC SERVICE"



A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

te Librarian,
ramento, California.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, January 7, 1923

Number Thirty-two

"Do not be disturbed because of your imperfections, and always
rise up bravely after a fall"

DINNER

Thursday, January 10, 1924, 6:15 p. m.

SPEAKER

PROFESSOR M. G. CASTOR

OF

MILLS COLLEGE

SUBJECT: "THE BOOK OF JOB—As a Play"

Do not overlook
mailing or phoning your reservations.

The Plate 75c.

Music—by the East Bay Serenaders; direction, Walter Bundy.

This space will be used
for the next month by
a club member who
wishes to "help along
the Herald" and inci-
dentally help herself by
running a good "ad"
in our club paper.

!!! Make Money !!!

Easy Money.—Want to know?

The Club will now render you a
double service. Make it possible
for you to dispose of your discarded
belongings, at the same time put
money in the Club treasury. All of
which spells

RUMMAGE SALE.

So gather up and save up any old
thing. Particulars will go out at
once.

CLEANLINESS

The complete cleansing of the hands
or face is impossible without the
final use of a cloth towel.

**THERE IS NO SUBSTITUTE
FOR CLEANLINESS**

**Oakland, California
Towel Company
28th and Filbert Sts.**

BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

of Oakland, California

Address all communications to

Zannette W. Potter, Business Manager

Clay at Fourteenth Street

Phone Lakeside 6700

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Business and Professional Women's Club

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Tel. Oak. 1470.

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House Manager.....MAE B. WILKIN

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MISS S. C. DE WOLFF.....Chairman

LAURIE THORNE.....Secretary

LAURA WARNOCK.....Treasurer

FORGET IT.

At this time when we are writing off all the bad loans on our books, would it not be a good idea to write off all the little grudges and fancied slights which we have been carrying for the past year, and adding compound interest by brooding over them. Let's write off all our prejudices and dislikes and start the new year with an open mind. The chances are we shall be surprised how much richer and healthier and happier our lives will be. Business women cannot afford to hold petty grudges for their minds should be occupied with the bigger things of life. Let's think of the important affairs and not allow Life's inevitable hard knocks to narrow us. Let us think constructively and not destructively; let's be positive and not negative personalities, and we shall be different persons at the end of the year. We shall like ourselves better and be much more popular generally. Let's try it.

"If I but think the world is good
And by thus thinking, find it so,
I'll feel the joys of brotherhood;
More sympathy and love enshrined.
When seeking what life has in store
If good I seek, good I shall find."

—Selected

PEG KIRSTEN SCHOOL OF DANCING

Classes Sat. Afternoon Children 2:30
Girls 3:30 Boys 4:30
Ladies' Class Monday Evening 7:30
Club Rooms—1741 Broadway

Insure with
Equitable Life Assurance
Society
of New York

See—Mrs. Vera Byington
Telephone Berkeley 386

Introducing the New

ROWE SYSTEM OF SHORTHAND

Easiest System Known. Term Opening Jan. 2 to 15, 1924.
Three Months' Course \$40.00. Six Months' Course \$75.00.

POLYTECHNIC COLLEGE

13TH AND MADISON STREETS

Assets \$1,621,883.32

6%
and
Safety

"Money Makes Money"

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Incorporated 1875

"If you would be sure you are right, begin to save."—Theodore Roosevelt.

Take the advice of this well-posted man and begin to save. Then place your money in a safe, old-established institution like this one, where it will earn

SIX PER CENT

Money received up to January 10th will be credited for the whole month.

Ask for folders and start with \$5 or \$5000.

**ALAMEDA COUNTY
LOAN ASSOCIATION**

—SINCE 1875—

563 SIXTEENTH ST OAKLAND

Near Clay Street

Phone Oakland 8500

(A Building and Loan Association)

Our Christmas Dinner.

The Christmas Dinner and Jinx was a sounding success. 250 strong, the club members and their guests gathered in the beautiful banquet room of the Home Club on December 29th for an affair that will go down in the annals of the Club as one of the happiest.

The gay little cap worn by each guest proved a leveler, and learned judges, dignified ministers, serious business people, all were ready to play; happiness and spontaneity were rampant.

Glasses of sweet cider were drained in a toast to those who love us, proposed by President Gustason, followed by toasts of our guests of honor, among them were: Judge and Mrs. E. C. Robinson. Judge and Mrs. Fred V. Wood, Rev. and Mrs. John Snape, Rev. L. B. Thomas, Miss Martha Chickering, Fred Reed, and Irving Pichel.

As the tiny New Year, impersonated by Baby Jean MacNeur, accepted the reins from the Old Year, in the person of Gustavus Schneider, and asked for a new Club House in 1924, it was like a prophecy that is certain of fulfillment.

And—are we FOR the Oakland Real Estate Board Glee Club, who sang their Christmas carols, so delightfully. Are we FOR Fred Reed who was able to have these busy real estate brokers and salesmen join us? WE ARE!

The Junior members, always a source of joy, were adorable as they marched into the hall bearing aloft the boar's head and heaped-up goodies on huge platters; as they introduced the honor guests with the quaint, "We beseech ye, become better acquainted with —;" as they danced the stately minuet and as they graced the hall with their buoyant youth. They were: Ede Wolff, Laurie Thorne. Jessie Ames, Harriet Bakewell. Marie Hammerly, Peg Kirsten, Nellie Stephenson, Mildred Dutcher, Dorothy McDermott, and Miss Wells.

How happily did our San Francisco sister business women respond, by their presence and their clever stunt, "The Development of a Business Woman," which produced many laughs.

The "Tragedy of Julius Caesar", last but not least on the program, was presented by our own members. The cast: Julius Caesar, Ann Ryan;

Brutus, Geane Hansen; Calpurnia, Eva Stomberg; Portia, A. E. Brazill; Antony, Ella Flynn; The three villains, Florence Hill, Mrs. J. E. Reid, and Dora Cooley, with Bird M. Wilson, at the piano.

All hail to the untiring committee heads. Mrs. Esther Wood Schneider, Mrs. Florence Hill, Miss Ede Wolff, and Mrs. Bessie Wood Gustason.

All hail to the fine team work of our members, both those who took parts and those who gave the splendid enthusiasm for their presence.

Among Ourselves.

Miss Wilkin was arrayed like the Queen of Sheba in all her glory. Every one wondered at the sumptuousness of the get-up but when she corralled the Glee Club in the hall for a half hour, we understood.

A new publication—*The Anti-Narcotic Magazine* is out, published in Oakland by Paul Schoenstein. Dr. Minora Kibbe and Mrs. Helen Artieda of the club are members of the Advisory Board of the new monthly.

Eloise Cushing was found under the table. She must have smuggled in something stronger than sweet-cider. Please explain, Eloise.

Myra Cohn is visiting in Portland and vicinity for a fortnight. Have a good time, Myra; hope you don't get web-footed.

We are very glad to know that Mrs. Sarah Price is home from the hospital and recovering after a rather serious operation.

We are glad to see Josephine McClenegan and Mrs. M. Bloedel-Frye out again after their illnesses.

Correction.

The advertising manager wishes to call attention to correction in Polytechnic College ad in December 31st issue.

Tuition rates were quoted, three months' course \$75.00, should have been three months' course \$40.00, six months' course \$75.00.

SIX STORES

Bowman Drug Co.

Oakland Alameda Berkeley

Quips.

PLAIN TEEDLE

There was a young man named Teedle.

Who wouldn't accept his degree;
He said, "It's enough to be Teedle,
Without being Teedle D. D."

FAIR LADY—"Is there no succor?"

BRAVE KNIGHT—"Yes, I'm coming."

GOING EASY—"You look like a good risk, Mrs. Malone, but will you kindly tell me what your father died of?"

"Oi can't rightly remimber as to thot, sur, but sure it was nothing serious."

"I suppose you must have had a

S. F. WALTHALL Realtor

507-8 American Bank Building
Cor. 16th and San Pablo
Oakland 1209

Bessie Wood Gustason (Bessie J. Wood)

A WOMAN UNDERTAKER
2850 Telegraph Ave.
Phone Lakeside 49



Telephone Lakeside 1341

COOLEY & PARKER Printers

1017 FRANKLIN STREET
Oakland, Cal.

great deal of experience with this disease?" said the sufferer.

The doctor smiled wisely, and replied: "Why, my dear sir, I've had bronchitis myself for over fifteen years."

WHERE SILENCE WAS BEST—Well-Meaning Stranger—"Perhaps I can help you—there are one or two things I can tell you about your make of car."

Motorist—"Well, keep them to yourself, there are ladies present."

They say a fair Christmas shopper remarked confidingly to the clerk: "I'm looking for a present for my husband. He doesn't smoke, drink, go out at night, nor play cards. I can't think of a thing." The hard-hearted salesman answered: "Our Undertaking Department is straight through to the end, and then first on the right."

"Streaking down the street one night, went Uncle Mose, when he met Uncle Remus."

"Said Remus: 'What you' all gwine wid dat baby food, Mose?'"

"Mah wife, Dinah, done give me a son las' night."

"Dasso, what you gwine to call him?"

"'Lectricity.'

"Am he as shockin' as dat?"

"No," replied Mose, "but what ailse can we call him when he comes from Dinah-Mose?"

Shakes From Pepper Box.

To go you must start from where you are.

Somebody must fill the big places—*why not you?*

Making character is what a boy works at during his leisure.

The fellow who "just eats up

work" seldom suffers from indigestion.

You can double your friendships by choosing your enemies judiciously.

Be sure the new leaf you turned over New Year's Day is not a loose leaf.

There's seldom much congestion on the nationally-known Success Highway.

Our cynical friend says, "Why does the shape of the hat never harmonize with the shape of the wearer?"

Whenever the League of Nations puts the sign "Pay-as-you-enter" over the gateway to the battlefield, war will lose some of its popularity.

Mrs. Martha Holmes

Surgical Appliances
and Corsets

306 Dalziel Bldg.
Oak. 1590

FENTON'S CREAMERY

41st and Howe Sts

All creamery products

None Better

Telephone Pied. 64

Use your Christmas money
for a permanent wave.

AIR-COOLED PROCESS

Piedmont Beauty Parlor

4212 Piedmont Ave.

Mrs. H. D. Hamlin

Telephone Pied. 523

Pacific Gas Appliance Company

Home Comforts—
Gas Furnaces, Direct Action Ranges,
Hoffman Automatic Heaters, see
Mrs. S. H. Hartis 1533 Clay Street
Oakland 2481

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

Alton J. Ferguson,
State Librarian,
Oakland, California.



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OAKLAND

CALIFORNIA

Volume One

Oakland, California, January 14, 1923

Number Thirty-three

"We shall steer safely through every storm, so long as our hearts are right, our intention fervent, our courage steadfast, and our trust fixed on God."

RUMMAGE SALE

ANYTHING WILL SELL!!!

KITCHEN UTENSILS
FURNITURE
MILLINERY
CLOTHING
JEWELRY
MUSIC
SHOES

RUGS
BOOKS
BEADS
BRIC-A-BRAC
PHONOGRAPH
RECORDS

AD. INFINITUM

Please mark sizes on soles of shoes, preferably with chalk.
Sale will be held in vicinity of the Sixth Street Market,
But have everything in at the Club Room by January 20th.

GET BUSY! ACT NOW!

Kling-Dawers Stationery Co.

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PHONE OAKLAND 3513
407 Fifteenth Street
Oakland

LUNCHEON

Thursday, Jan. 17, '24, 12:15 p.m.

SPEAKER:

DR. J. C. CURRAN

of the

Better Business Club

SUBJECT

"Making Greater Success
of Your Business"

60c the Plate

CLEANLINESS

The complete cleansing of the hands
or face is impossible without the
final use of a cloth towel.

THERE IS NO SUBSTITUTE
FOR CLEANLINESS

Oakland, California
Towel Company
28th and Filbert Sts.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

Among Ourselves

(Continued from Page Three)

Mabel E. Kuss has been asked by numerous other organizations in this city, to give that most interesting story of her Alaskan trip? The latest information shows she will be giving the lecture on Alaska at Danville. Are we proud of her? We'll say we are!

If you know of any one who would like to have a young lady or young man student in her home, to work part time, either in exchange for board and room or some small remuneration, please call Esther Horst at Lakeside 2500.

Do you wonder why AMONG OURSELVES does not list your name a little oftener than it does? We editors wonder, too. The reporters on the staff cannot spend too much time from their own work to call you about your trips, your special honors and other items of interest,—so we suggest that you call up any member of the staff at any time and give them the information. Personals are always interesting and all enjoy reading them. Remember tho that the HERALD goes to press on Friday so have all copy or news items into the office by Friday noon of each week. We thank you!

Ticklish

A minister of the gospel was visiting one of his poorer parishioners, an old woman afflicted with deafness. She expressed her regret at not being able to hear his sermons.

Desiring to be sympathetic and to say something consoling, he replied, with unnecessary self-depreciation, "You don't miss much."

"So they tell me," was the disconcerting reply.

Mr. Appel is certainly well read. He repeated an exquisite quotation last night.

"What was it?"

"I can't give you the exact words, but he said he'd rather be a something in a something than a something or other in a something else."

The story of the old darky who was out for catfish in a Mississippi yawl. He hooked a big one that pulled him overboard. As he crawled out, spitting mud, he yelled: "What I wants t' know is, is dis niggah fishin' or is dis catfish niggerin'?"

At the grave of the departed, an old darky pastor stood hat in hand. Looking into the abyss he delivered himself of the funeral oration:

"Samuel Johnson," he said, sorrowfully, "you is gone. An' we hopes you is gone where we 'spects you ain't."

Judge Johnson — Parson, that turkey you sold me yesterday wasn't a tame one as you claimed it to be, for I found shot in it.

Parson Brown—Judge, dat was a tame turkey jest like I sed it was; dem shot was meant for me.

"Is your son's collegiate education of any practical value?"

"Oh, yes. It's cured his mother of bragging about him."

"Do you make any money raising tobacco?"

"Yes," replied Farmer Cornstossel.

"I got 'most enough out of the last crop to keep our boy Josh in cigarettes."

"What do elephants have that no other animals have?" asked the teacher of her first-graders.

"Little elephants," was the surprising response.

Jones—How is your young cousin, the doctor, getting on with his practice?"

Smith—Very slowly. The whole family is trying to help him out, but, of course, we can't be sick all the time.

"So you want to marry my daughter, eh?"

"I do, sir."

"Young man, have you considered her family in this matter?"

"I have, sir. I love that girl so much I'd be willing to put up with anything!"

"Did the speaker electrify his audience?"

"No, he merely gassed it."

Photographer: Watch, and you'll see a pretty little dicky-bird come out.

Modern Child: Oh, don't be an ass—expose your plate and let's get this over!

Juniors!

Lest you forget, to-night, Jan. 15th, the Juniors stage their *Leap Year Masque Dance*. It's going to be a happy affair, so come and join the crowd. The admission is only 50c per couple and the best of jazz music is promised. Wear the oldest and most ridiculous costume you possess and help the Juniors and their friends and your friends to make merry. Remember, maiden ladies, it is leap year.



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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, January 21, 1924

Number Thirty-four

Let us be of good cheer remembering that the misfortunes hardest
to bear are those which never come.

Luncheon Thursday, Jan. 24, 1924, 12:15 p. m

SYMPOSIUM.

That is a good word. Really means something.

Come to Luncheon and Bird M. Wilson, supported by the
best aggregation of bright, beautiful, brilliant breezy bevy
of boosting club members will present a vivid demonstration
of the latest definition.

NOTICE EXTRAORDINARY.

Saturday. Jan. 26, 1924, there will be a special dinner in
honor of

ADELIA PRICHARD

President of the National Federation, Business and
Professional Women's Clubs. On this occasion we will also
have as guests to meet Miss Prichard, the President and
Officers of the State Federation of Women's Clubs as well as
of the Business and Professional Women's Clubs. Save the
date.

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ble for employees in 1924. Our
service makes it easy.

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28th and Filbert Sts.**

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of Oakland, California
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Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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MISS S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

EDITORIAL

Have you seen the January number of the *Independent Woman*? Did you read that article about the very interesting work of Helen A. Wesp in the mission school near Sevierville, Tennessee?

Therein Miss Wesp gives us a tip as to the best paying investment in the world. If each member of our club would take a share in this investment what a wonderful organization we would have and how happy and prosperous we would be. Let's do it!

"You are a privileged lot. Be grateful and show it by personal improvement and unselfish service, not only for a livelihood but for others. Others is a big word and brings the biggest interest on deposits of any bank in the world."

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13TH AND MADISON STREETS

Stuart Walker Plays

Have you ever dreamed, and that is what Stuart Walker, writer and made your dreams come true? That producer, has done for the American theatre, beginning with his own toy theatre as a child, continuing under the direction of that Grand Old Man of the theatre, Belasco, as a young man, and now in the fullness of his powers as playwright, poet, and practical man of the theatre, with a selected company of superior players, presenting his own plays.

Beginning in a New York City theatre several years ago, he has extended his activities year by year through the East and as far West as the Missouri River, and this year the STUART WALKER PLAYERS make their first appearance on the Pacific Coast, under the auspices of the Business & Professional Women's Clubs in many cities.

His latest achievement, a dramatization of the Book of Job, will be given on Thursday evening, February 14, 1924, in the Auditorium Theatre. This greatest of dramatic poems is made a living thing to the audience, and the characters of Job and his friends are as vividly thrilling, impressive and inspiring as in the days of the Land of Uz. On its presentation in New York it was acclaimed by all critics the most complete success of the season.

On the second evening, Friday, February 15th, will be presented *The Gods of the Mountain*, by Lord Dunsany, the Irish baron-playwright-soldier, pronounced "the finest play off its kind in the English language"; a work of poetic simplicity and force, touched with irony and unique humor, and carrying unlimited depth of appeal. Accompanying this will be one of Stuart Walker's own plays, *The Medicine Man*, a comedy, and an Interlude by the same author.

At the matinee, Friday afternoon, February 15th, a program will be arranged for youth "from 7 to 70", comprising the *Sir David Plays*, by Stuart Walker, wherein the charm and realism of the land of make-believe cast their spell over the audience. There is a laugh and a lesson in each play. You will want your children to see them.

Then there is the music, written

especially for the plays. For the Book of Job, Elliot Schenck has gathered from the oldest records of the Hebraic Songs the themes for the harp, especially, and for *The Gods of the Mountain* the music was written by Arthur Farwell.

The Business and Professional Women are trying out a new venture in this presentation, desiring to contribute something of value to the community, each year, if successful. Will you come and see these plays, and help us to bring the best in the drama to the best of cities?

Success

Our speaker at last Thursday luncheon, Dr. J. C. Curran, presented some points in his talk on "How to Make a Great Success of Your Business", which should serve to remind us that perhaps our best intentions are lagging at times and need to be brought up on an order of examination. He reminds us "To make a great success of your life and your business you have first got to learn to love the Almighty God; next you have got to learn to love your fellow human beings. On the ladder of success in any walk of life there are no provisions made for excess baggage of any kind; you have got to learn to 'come clean', internally, externally and eternally clean—physical, moral, mental and spiritual cleanness is what makes us worth while. You cannot make a success if your mental chamber is not cleaned of jealousy, envy, hatred and the spirit of revenge; you can not make a success if you clean that mental chamber once a year; you have got to unload your mental burdens every year. If your business is not the success it should be, don't blame anyone else but yourself for it; for you are doing the thinking, the managing for your particular line, whatever it is, and no one can be blamed for what you think but yourself.

"One of the great curses of the average man and woman in business is prejudice—passing judgment before they know what they are talking about. How many of you are prejudiced against new ideas and new thoughts and things you have not looked into yet—you have passed judgment before you all the facts in the case. How many of you are going to lose wonderful friends simply because you have not taken time to find out the real truth."

The greatest force in the business world is advertising. And the greatest advertising in the world is personal publicity that you get from

the other fellow thinking well of you and passing it on to his neighbor. That's why it is so important to make a friend.

To sell yourselves successfully you have got to be enthusiastic, for that is the power behind the throne; not only that, you have got to be an optimist—when all is black you have got to be able to see a little white—to see something good in the dark things, the bad things that come to you.

And don't forget, friends, that one of the biggest words in your vocabulary should be the word "attention" and the next one should be "thoroughness".

AMONG OURSELVES

The discovery of radium has just had its 25th anniversary, and that a woman was its discoveress? Mme. Curie has been honored by the French government in commemorating this important occasion.

A most delightful luncheon was held in our club rooms on Wednesday, January 9th, by the City and County Librarians' Association, when about thirty of their members united for the regular monthly meeting.

Mrs. Carrie P. Kennedy borrowed a friend and her machine,—as we go to press has brought in the Club room, one load of material for the Rummage Sale and has gone for another. She has interested her friends in supplying the materials, too. What are you doing?

Shall you attend the Annual Community Dinner to be held Wednesday evening, January 30th, in the Municipal Auditorium, at 7:00 o'clock sharp, under the auspices of *The Chamber of Commerce and Oakland Service Clubs commemorating the 20th Anniversary of the Chamber of Commerce* and celebrating the most remarkable year in the growth and development of the entire *Eastbay District*.

The Honorable JULIUS H. BARNES, President Chamber of Commerce of the United States, will be the guest of honor and will speak on "*The Nation's Business*". Plate \$2.00.

Ring House Manager for reservations—don't delay.

Bessie Wood Gustason

(Bessie J. Wood)

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Classes Sat. Afternoon Children 2:30

Girls 3:30 Boys 4:30

Ladies' Class Monday Evening 7:30

Club Rooms—1741 Broadway

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Superior Ice Cream

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THE CREED OF DESIRE

Still to be sure of the Dawn—
Still to be glad for the Sea—
Still to know fire of the blood:
God keep these gifts in me!
Then—I shall cleave the dark!
Then I shall breast the redoubt!
Then I shall Glory the Lord—
And go down to the Grave
With a shout! —Bruce Porter

VALUABLE THIMBLES

All over the world the thimble is a symbol of industry. Fashion in thimbles is very luxurious in the East. Wealthy Chinese ladies have thimbles carved out of mother-of-pearl, and sometimes the top is a single precious stone. Thimbles with an agate or onyx mounted in gold are often seen, as well as thimbles encrusted with rubies. The queen of Siam possesses a thimble in the form of a lotus-bud, with her name exquisitely worked in tiny diamonds round the margin.

FIRST ALARM CLOCK

The first alarm clock made its appearance in 1420, and its owner was a councilor of Milan. His clock sounded a bell at a stated hour, and at the same time a little wax candle was lighted automatically.

Ticklish

"You have entered the debit item under credit."

"Yes, sir, I'm left-handed."

Professor (with newspaper)—Isn't it wonderful, my dear? They've actually found in the tomb couches and chairs 30 centuries old and in good condition.

His wife—I have always said, John, that it pays in the long run to get the best.

"So you're goin' t' break it off with th' college boy, Mame! How come?"

"No tact, dearie. All th' time he insists on sittin' around talkin' about Themistocles and Atlantis and Catherine II, when he knows how low I think horse racing is!"

Mistress—So your matrimonial life was very unhappy. What was the trouble? December wedded to May?

Chloe Johnson—Lan' sake, no, mam! It was Labor day wedded to Day of Rest."

Papa—Bobby, if you had a little more spunk you would stand better in your class. Now, do you know what spunk is?

Bobby—Yes, sir. It's the past participle of spank.

"Aw," said Willie, "You're afraid to fight, that's all it is."

"No, I'm not," protested Jack, "but if I fight my mother'll find it out and lick me."

"How'll she find it out?"

"She'll see the doctor goin' to your house."

The Motor Muse

She rides with me at evening-tide,
In robes of silk and pearl,

Who ever saw a lovelier,
A more entrancing girl?

There's sun and laughter in her eyes
That every heart must stir,

You think I am a poet,
No! I'm only her chauffeur!

IT IS EASIER

To be honest than to escape the law.

To be thoughtful than to make apologies.

To tell the truth than to outrage your own conscience.

To be upright than to endure public scorn.

To serve God than to pay the wages of sin.

To forgive than to carry hatred in one's heart.

To see the good than to be embittered by the bad.

BRAINLESS

"The shades of night were falling fast,

The fool 'stepped on it' and rushed past.

A crash—he died without a sound:
They opened up his head and found

EXCELSIOR!"

THE PROUD SPEEDER

"You were going faster than the law allows," declared the traffic "Act humble and penitent," whispered Mr. Chuggins's wife.

"I'll try, but it's hard to conceal my pride; I didn't know the old boat had it in 'er."

CHEERIO!!!

Never cherish the worries
For the better you treat them
That meet you each day
The longer they'll stay
Just put them aside
With a smile and a song
And something worth while
Will hasten along.

"It ain't the individual,
Nor the army as a whole
But the everlasting teamwork
Of every bloomin' soul."

Use your spending money for a permanent wave

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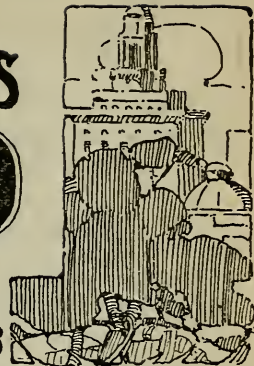
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Volume One

Oakland, California, January 28, 1924

Number Thirty-five

The man who thinks he can't do it is always more than half right.

LUNCHEON

Thursday, January 31, 1924, 12.15 p. m.

SPEAKER

NORMAN H. NESBIT, M. A. Ph. D.

literateur, psychologist, story-teller, naturalist, humanist, actor, brilliant conversationalist and thinker will favor the club with one of his inimitable talks on

ATTENTION IN BUSINESS

You will regret it if you do not make reservations at once for this luncheon to hear and to meet Dr. Nesbit — a man among men, of *compelling personality and meteoric brain*. You will be *charmed and interested and enlightened*.

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Miss S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

THE COMMUNITY CHEST

Have you set aside your obligation to the community chest. The campaign for funds is now on—funds to support relief and preventive organizations in our city. The Community Chest is centering its efforts upon building straight bodies and straight minds, training for citizenship that is self-supporting and self-respecting — and it is not a charity in any sense of the word.

You know the slogan:—**Every individual who becomes a liability upon the community becomes a liability upon every individual in the community**, and when the full meaning of this is thoroughly understood we will appreciate the scope and benefits of Oakland's entire social program as co-ordinated thru the Community Chest.

The community chest takes away all competition among organizations who plan to raise money during the year and makes them over into one big co-operative whole working for the general interest of the community and not one little part of it, that also is a big idea when completely understood.

So plan to **give, give until it hurts** and then **give some more**. Have your amount set aside waiting when the call comes and give it gladly and freely realizing it is your opportunity to help in a magnificent community project.

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**Special Rates
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Dreams

Stuart Walker is not the only one who can make his dreams come true, it would appear. While we listened to Mr. Petersen, of the Construction Finance Company, tell the stockholders of the Holding Company what his company would do in the way of building a club house for us, the realization of our dream for a club home seemed very near. This is the gist of the offer:

Because of the great increase in value of the lot, and because of the development of that section and the anticipated further increase in value with a suitable building thereon, a loan can be obtained sufficient to erect a building with two stories in front, and one at the back, where our assembly room would be; and not only that, but to pay off quite a considerable portion of our remaining debt on the lot, besides.

This company offers to obtain that loan for us, to plan a building with stores in front and offices above for renting; a separate entrance to our club quarters; an assembly room with adjoining sun porches, and a stage; dressing rooms; smaller committee or dining rooms; kitchen, etc.; to supervise the construction of the building, and further offers to secure suitable tenants for the stores and offices for a term of years, at rentals which, with the rent we would charge ourselves, would provide an income sufficient to pay interest on the loan for building, interest on the stock already purchased by our members, operating expenses, and an annual payment on the principal. Their charge for all these services to be ten per cent on the amount of the loan, to be paid in installments as the work progressed.

The plan of building presented did not meet all our requirements. Mr. Petersen felt that their architects, in conference with us, could work one out that would suit us, at no very great additional cost. He laid much stress on the point that the building must be unique in design, unlike an ordinary business block, or they would not touch it. They have made studies of the development of building in Los An-

geles and other cities, and every element appears to have been considered.

It was a most interesting hour. A definite offer is made to finance the project, construct the building, and secure good tenants, turning over the building to us on a paying basis. All we need to do is to raise a little more money by stock subscriptions, to reach the point where they will complete the payment. Another similar plan may be presented by another company soon. Let's be ready to accept the best one, and move into our own home by the time our present lease expires.

After discussion of the offer, the following directors were elected for the ensuing year: Lillian Shields, Bessie Wood Gustason, H. L. Kruger, S. M. Chalmers, Florence King, M. B. Guber, A. M. Jessen, Josephine McClenegan, Carrie Hall, Dora B. Cooley, Bird M. Wilson.

At the meeting of the Board of Directors held on the following day, January 22nd, the following officers were elected: Dr. Lillian Shields, President; Bessie Wood Gustason, Vice President; Bird M. Wilson, Secretary, and S. M. Chalmers, Treasurer.

Voters, Attention.

Remember that every man and woman of voting age must re-register after January 1, 1924. Do it now, so as to be ready legally to perform any of the duties of citizenship which may devolve upon you.

As good business women and loyal American citizens, I am sure WE will not neglect our duty in this matter, but that is not enough, we must remind our thoughtless neighbor of her duty, also.

There are thousands of well-informed women who would take the trouble to perform this small service if they only realized the ethical importance of it.

Remember! It is the failure of the really good, intelligent members of the community to do their duty that prevents good measures from becoming good laws, and not the votes of the wrong-thinking people.

You will find our advertisers fully worthy of your patronage. Investigate what they have to offer you, then invest with them. Mention the HERALD.

AMONG OURSELVES

Eva Wilkie-Meissner is with us again. Glad to see you.

The costume dance given by the Juniors Jan. 17 was a decided success. The costumes were original and striking and everybody had a good time.

Everybody is thinking, talking, dreaming and even singing STUART WALKER PLAYS and with a force like ours all pulling together we will put it over big.

Mrs. Grace Alexander, accountant and cashier for the Frontier Press Company for several years, is leaving Oakland and will make her home in the San Joaquin Valley, where her husband will represent the Standard Oil Company. Sorry to lose you, Grace.

The house committee report that there has been a gratifying increase in attendance at the daily luncheons. Mrs. Nattinger certainly does her best to please everybody, and let us tell you confidently that, if you have a favorite dish and drop her a hint, someday you will find it listed on the blackboard. So there you are! Please don't tell her we told you how it is done.

Many Girls Eligible for Tie That Binds.

SACRAMENTO—Woe to the bachelors of California if all the unmarried women, young and old, determine to avail themselves of the privileges of leap year. If such transpires, their lives during 1924 will be one proposal after another. Records in the office of L. E. Ross, chief of the bureau of vital statistics of the State Board of Health, show there are 309,000 single women in the state, of which number 177,600 are under 25 years of age. In other words, the majority of single females in California are young women who may properly be classified as those actively in the market for a husband.

DORA B. COOLEY
STENOGRAPHIC SERVICE
NOTARY

704 EASTON BUILDING
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Res.: Piedmont 243-W

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(Bessie J. Wood)

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Think These Over TAINT

'Taint what we have but what we give;
'Taint where we are but how we live;
'Taint what we do but how we do it;
That makes this life worth going through it.

Everybody is ready to sustain the law he likes. That is not in the proper sense respect for law and order. The test of respect for law is where the law is upheld even though it hurts. — Charles E. Hughes, Secretary of State.

If your competitor has a good business,
'Tis better to leave him alone;
Don't waste your time in knocking,
When you ought to be tending your own.

If the thing a man wants to do is RIGHT, he goes ahead and does it. If it is WRONG, he consults an attorney.

Advertise in the HERALD IT PAYS

Ask Mrs. Blote, for instance.

Use your spending money for a permanent wave

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4212 Piedmont Ave.

MRS. H. D. HAVLIN

Telephone Pied. 523

DO YOU REALIZE

That from the proceeds of the candy sale engineered by Elizabeth Clow and Suzanne Chalmers, sixteen baskets, each containing a substantial Christmas dinner and many groceries, were distributed to worthy families. Our having the candy and their having the baskets comes as near to eating your cake and having it too as anything we know.

That nearly every member has her eye on something brought for the rummage sale. Gladys, cannot you arrange for a pre-sale for club members only as some of us are counting on fitting ourselves out for the year in this way.

That our lease expires September first of this year and that we have been notified that our rent will be \$125 per month for the first year with an increase each year of Five Dollars per month and must give an answer very soon as to whether or not we wish to re-lease or the lessee make other arrangements for the room after our lease expires.

Are we going to pull together and secure a suitable club-house which, as shown by the reports at the annual meeting of the Holding Company is really within our reach now on a practical, self sustaining basis? Chorus answers, "WE ARE".

If every member of the club will get behind the proposition and buy one or more shares of stock at ten dollars per share, and there is no one who cannot do that, we will have our new home very soon. Are you a stockholder? If not, why not?

That, according to conservative, disinterested estimates, our lot has doubled in price since we bought it and will continue to increase, making our investment more and more valuable and as soon as we have the lot improved, we can receive interest on our investment.



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It Opened With a Bang

Yes, we had a line at the Z. W. Potter box office on Saturday morning when the seat sale opened for the *Stuart Walker Players'* performances on Feb. 14 and 15, featuring two evening attractions and one matinee. Mrs. Kennedy was number one with Mrs. Schertzer and Mae Wilkin quarrelling over second place; then came our Bessie, and Misses Snow and Chalmers demurely along while the Doctor and Bird Wilson acted as sentinels ready to "shoot at sight" any one who would offer an extra piece of gum or something else to the ticket ladies for choicer locations. They were as adamant, however, all were treated fairly, and by ten o'clock over \$500.00 worth of tickets had been redeemed and by five the same evening the total was \$700. Good work, girls; keep it up and at this rate we come a bit nearer realizing our goal—A CLUB HOUSE OF OUR VERY OWN.

"Men must work for more than wages, factories must turn out more than merchandise, or there is naught but black despair ahead.

We must forever realize that material rewards are limited and in a sense they are only incidental, but the development of character is unlimited and is the only essential.



Telephone Lakeside 1341

COOLEY & PARKER

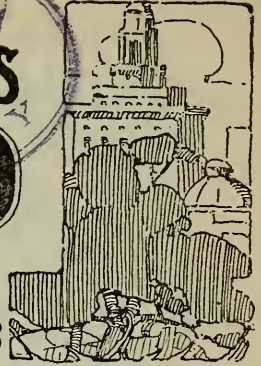
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Oakland, Cal.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, February 4, 1924

Number Thirty-six

That load becomes light which is cheerfully borne.—Ovid.

DINNER

Thursday, February 7, 1924, 6:15 p. m., Sharp

SPEAKER

MR. W. L. MILLER,

New Managing Director of the
Oakland Chamber of Commerce

SUBJECT

"Building for Co-operation"

Mr. Miller has recently come to Oakland equipped with years of experience in Chamber of Commerce activities, is a live wire, a forceful speaker, and an acquisition to our city.

Welcome him and make early reservations.

The plate 60 cents.

Phone Oak. 1470

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On Cold Days

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them briskly and notice the warm effect.

Oakland, California
Towel Company
28th and Filbert Sts.

A DELICIOUS DESSERT

Superior Ice Cream

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Courage

EDGAR A. GUEST

Courage is something which you may find

Wherever you go and in every place—

It is being helpful and being kind,
It is meeting the world with a smiling face;

It isn't of rank or of high degree,
It isn't God's gift to a favored few;

Woman's as brave as a man can be,
And a boy can shine with its glory, too.

* * *

It is playing fair when a trick would win,

It is being friendly and kind and true!

It is keeping clean when lured by sin,

It is serving the many and not the few;

Still speeding on when the goal you miss.

It is being cheerful in spite of care,

And millions of people are doing this

Round about us and everywhere.

Recent Noted Guests.

At the dinner given Saturday evening for Adelia Pritchard, president of the National Federation, we entertained Mrs. Barnett of Dinuba Club, Mrs. J. C. Urquhart, President Mrs. Aaron Schloss, vice-president State Federation Annie Little Barry and Mollie Bloom Flagg, all of the State Federation of Women's Clubs; Mrs. F. H. Boren of the League of Women Voters, Mrs. Addie Garwood Estes, State president of the W. C. T. U., and Miss Lord who represented the San Francisco Business and Professional Women's Club. We had a regular love feast and learned how all women's clubs are working in the main for the betterment of humanity. Miss Pritchard gave us a splendid address on the aims and needs of the National Federation and every one of us went home with a warm fellow feeling for organizations of all kinds that are working for the benefit of men, women and children.

Caro Roma played and a pupil of hers, Ruth Matheson, a grand-niece of Mrs. Henry Wetherbee, sang beautifully. Caro Roma presented the club with a copy of her poems:

It is so much better to live than to die;

It is so much better to laugh than to cry;

It is so much better to sing than to mope;

It is so much better to feel than to hope.

It is so much better to smile than to frown;

It is so much better one's troubles to drown.

There's a new day that comes with the morrow;

Then learn from it new comfort to borrow. —CARO ROMA.

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for a permanent wave

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Telephone Berkeley 4386

LETTER FROM PORTLAND
CLUB

To the President and Members
Business and Professional
Women's Club,
Oakland, California.

Dear Friends—

Too much cannot be said of the beauty and perfection of the Stuart Walker plays which have just been given in Portland. We have a return engagement of the "Book of Job" on Sunday night. These plays are so far beyond the usual offerings that no comparisons can be made—they are almost too beautiful to be true—they do not make an appeal to the Jazz element. You will be proud always to have sponsored these wonderful productions, whether you make money or not. It is a distinction of a notable kind to be the ones to offer anything so perfect to the public.

With best wishes for your success,
Cordially,

JOSEPHINE H. FORNEY,
President Business and Professional
Women's Club of Portland.

If you are not a subscriber for
the Independent Woman give
your name to Miss Wilkin



Telephone Lakeside 1341

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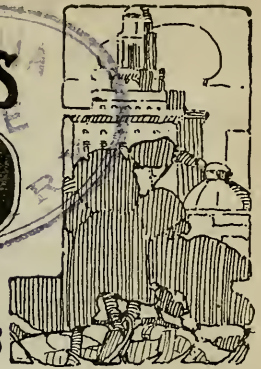
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Oakland, Cal.

Hilton J. Ferguson,
State Librarian,
Sacramento, California.



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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, February 11, 1924

Number Thirty-seven

Nothing is so local as not to be of some general benefit.—Lincoln.

LUNCHEON

Thursday, February 14, 1924, 12:15 p. m., Sharp

SPEAKER

MR. MAX HORWINSKI

SUBJECT

"The Science of Properly Raising Children"

As this will be St. Valentine's Day bring a Valentine for your right hand neighbor. Make it snappy—and humorous.

60c the Plate.

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On Cold Days

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of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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WOODROW WILSON

1856—1924

To pass from earth without the realization of one's highest ideals, to enter the Great Door, leaving behind a world sick with turmoil and strife—such was the fate of *Woodrow Wilson* whose heroic struggle for a cause he deemed just and right won for him in his time the most conspicuous position accorded to any man. No one denies that Woodrow Wilson died a martyr to as lofty and noble a conception of human brotherhood as ever inspired a soul and the regret is that humanity is not yet fully able or willing to grasp its full meaning.

There are those who have differed as to the means of procuring world peace but there is scarcely any one who does not realize that the heart of humanity of this generation has been touched and inspired by a noble vision.

So let us pay respectful and solemn tribute today knowing that a future time will the better determine Woodrow Wilson's place in history.

Today, *February 12*, is *Lincoln's* birthday. All America is celebrating it—every man, woman and child knows the interesting, yet tragic life story of Abraham Lincoln.

Can we not best celebrate the great American's birthday by consideration of a few excerpts from his mighty pen:

Determine that the thing can and shall be done, and then we shall find the way—

How to do *something*, and still not to do *too much* is the desideratum.

I am not bound to win but I am bound to be true.

I am not bound to succeed, but I am bound to live up to what light I have.

I must stand by anybody that stands right.

Stand with him while he is right and part with him when he goes wrong.

—ABRAHAM LINCOLN.

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In the passing of Laura Fahrback the Club records the first death in the membership. While Miss Fahrback, who was secretary of the Haven's Real Estate, was able to come to the Club but rarely, it was gratifying to have a woman of such splendid worth and business ability, numbered among our members.

Our sympathy goes to those to whom her loss means much.

New impetus has been given club members to work for the success of the STUART WALKER productions in the accomplishments of the past week. Seats for the presentations have been selling more readily and a general co-operation has been shown by the schools, churches and clubs.

Fred M. Hunter, superintendent of Oakland schools, sent a letter of high recommendation of the STUART WALKER plays to the Principals' club and Howard Welty, president of that body, spoke to the members at their Tuesday night meeting, endorsing the plays and giving sanction to the principals to ask their teachers and pupils to co-operate in making these presentations a success.

The Rev. John Snape of the First Baptist church spoke on the Book of Job as a part of his Sunday evening service. The Reverend L. B. Thomas, rector of Trinity church, Episcopal church, also made this great dramatic poem, the subject for his evening address. Professor Martha Castor of Mills College, spoke from the pulpit of the First Christian church on the Book of Job Sunday evening and will speak again on Wednesday evening at the First Methodist Church.

Mr. Will Fields, advance agent for the STUART WALKER players, arrived on Monday and with Mrs. Bessie Wood Gustason, club president,

spent several hours at the University of California and at St. Mary's college. At both colleges much interest was displayed in the project and on Wednesday announcement of the plays and dates of same were made by the president of the student body at the Forum of the University.

President Fred Morcom of the Rotary Club announced last week that a special notice would be placed in the Live Oak, the official organ of that club. Other men's clubs are expected to follow suit.

The STUART WALKER players will appear this week at the Oakland Auditorium theatre. The first performance, "The Book of Job", will be given Thursday evening, February 14th. On Friday evening, Lord Dunsany's plays, "The Gods of the Mountain", and "The Murderers", will be presented with "The Very Naked Boy" as an interlude in place of the regular intermission.

The three Sir David plays, "The Six Who Pass While the Lentils Boil"; "Sir David Wears a Crown" and "The King's Great Aunt" will be given at the matinee Friday afternoon, February 14th, at 3:30 o'clock. Don't forget the dates and don't forget to tell your friends.

—o— Juniors

Our next meeting is Tuesday night, Feb. 19th, at 7:30 in the club rooms; save the date. Some very important business will be discussed—come.

HEARD AT THE JUNIOR DANCE

He—I could dance on like this forever.

She—Oh, I'm sure you don't mean it. You're bound to improve.

Rummage Sale

Our rummage sale of a week ago was true a success, as our club realized approximately \$135, clear profit. Everything from egg beaters, fireless cookers to dainty negligee were sold to the bargain hunters. There still remain a few articles of clothing to be sold. Why not snap these up and consequently acquire a new spring outfit.

Valentine's Day

Oft have I heard both youths and maidens say

Birds choose their mates and couples too, this day;

But by their flight I never can divine

When I shall couple with my Valentine.

DORA B. COOLEY STENOGRAPHIC SERVICE NOTARY

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A Business Woman's Code

To be honest to the great triumvirate—myself, my employer, and my business.

To guard my health—realizing that good health is the first essential to a successful business career.

To develop initiative—having the courage to assume responsibility and the insight and originality to evolve ideas.

To be a team-worker—creating an atmosphere of friendliness and co-operation rather than breeding discontent among my fellow workers.

To be prepared to see, grasp and claim the opportunities of my business career.

To be enthusiastic—convinced that enthusiasm is the paprika in the sauce of life.

To be generous—not alone of purse, but of my praise, my time and myself.

To be friendly—knowing that friendliness gives and finds happiness.

To know the vast value of time both for myself and others.

To be systematic—recognizing that system is the oil in the machinery of a business life, easing the friction and speeding the engine.

To be mindful always of the other person's point of view and circumstances.—*Clipped.*

Youth or Age

The presidents of the country have averaged nearly fifty-five, on taking office. The youngest of the first seven was fifty-seven years of age. Our presidents have averaged seventy, at death.

Elbridge Gary, chairman of the U. S. Steel Corporation is seventy-five; G. H. Baker, leading N. Y. financier, is eighty-four; President Rea of the Pennsylvania R. R. System, is sixty-eight. Judge Lovett of the Harriman lines is sixty-three, and several other railroad presidents are no younger.

The leading financiers are men of from sixty years upward. Stephen Girard became a banker after he was sixty. Henry Ford is over sixty. Clemenceau, Joffre, Lloyd-George, Kitchener, Pershing, Hindenburg—one might go the world around and find that the greatest men of current history are men of advanced age, yet are not old in mind or activity. The fifty leading business men in the country average more than 61 years in age. The exception seems to be in the matter of inventions, which most frequently are made by men under forty.

As to musicians, see the peripatetic Pachmann, now touring at seventy-five, or the active Auer, teaching at the same age.

The adage "Old men for council, young men for war," seems to be as true of today as of yore.

Age brings experience, balance, judgment, contempt for unimportant trifles, and these count much in the making of a great teacher—though one does not necessarily have to wait for his third score of years to qualify as such.

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The Last Lap

Sales for STUART WALKER PLAYERS are coming up a bit—Mrs. Jessen reports that the \$2,000 mark has been reached and five more days' efforts will see a perceptible increase. Thursday night's performance of *The Book of Job* will be so excellent that a "run on the box office" will be the order of the day on Friday for the matinee and for the evening performance of *Gods of the Mountain*.

And, sellers of tickets, give heed!

Ask your friends who buy tickets to redeem them early this week—They will retard progress in the line expected at the box office window on day of attractions.

There will be only time for straight sales. Understand? I thank you!

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OAKLAND

CALIFORNIA

Volume One

Oakland, California, February 18, 1924

Number Thirty-eight

I must be measured by my soul: The mind's the standard of the man—*Watts*.

DINNER

Thursday, February 21, 1924, 6:15 p. m., Sharp

Speaker: MRS. GEO. A. RIGG

Director Woman's Department Commercial Trust and Savings Bank

Subject: "FORGING AHEAD"

Hear one of our own club members on a real live subject—
bring a friend. Plate 60c

EXTRA DINNER—Tuesday Eve., February 19, 1924, 6:15 p. m.

Speaker: HARLAND BARTHOLEMEW

of St. Louis—City Planning Engineer

Planned the \$80,000,000 city improvement for St. Louis.

Planned the \$800,000 city improvement for St. Louis.

Consultant Engineer for Russell Sage Foundation for New York City

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laundered units in the wash-room equip-
ment. You receive the latter in our
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LAURA WARNOCK.....Treasurer

ANOTHER SUCCESS.

The very gratifying comments that have come to the Committee on the successful presentation of the very high type plays of the STUART WALKER company must make it apparent that the stupendous effort and work necessary on the part of our club members has had its reward. Our Club may well be proud of having sponsored these delightful attractions in Oakland, and the splendid audiences give evidence of the fact that the people of our city ARE ready to co-operate and will respond to the best in entertainment.

By reason of the fact that this is the first appearance of these productions in the West, although almost a code in the Eastern and Middle West cities in the field of dramatic artistry, it was necessary to carry on an educational campaign to acquaint our public with their character.

We are, now that the campaign is over, beginning to grasp the real significance and great value to our club of the splendid team work put forth by our members—one substantial evidence of which is the sale of more than two thousand dollars worth of tickets by club members individually, aside from those coming into the box office.

We knew we could do it: this is concrete evidence that we CAN put over the big things scheduled on our calendar—not the least of which just now is our CLUB HOUSE.

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Phone Oakland 5746 632 - 13th St.

Among Ourselves

Blanche Rollar gave a dinner party Thursday evening and brought her guests over to the play. Her guests were E. B. Taugher, the promising young attorney; Mr. and Mrs. Willard W. White, and Mr. and Mrs. Philip Herline.

Did you see those cats in the program which our Bird caught? We love the skepticism of that Alley Cat. Bird, keep it for our new Club house. We mean the cat, not the skepticism.

Bessie Wood Gustason sold Oakland to the leading man of the STUART WALKER plays the other day and he is coming back on one condition he told her, but no one can drag from her the terms of the condition. Out with it, Bessie.

Mrs. Grace Harvey, a former active member of the Club, passed away recently in New York City. She was a photographer of national note. Georgia Maiden visited her and her talented husband last October. We offer our condolence to her family and friends.

It is great to have a word from one of the Juniors. Here is the latest word from Irene Chase, who is doing her bit teaching school in a secluded spot on a cattle ranch in Nevada. This came on a return post card recently sent out for a club dinner.

We hear the President and Auditor yamped "Job" when the Vice-President's back was turned and took George sighting. Yes, it was an open car, we understand, but it looks like carrying official duties a bit far. Possibly they were acting the "comforter" part.

Bessie Wood Gustason

(Bessie J. Wood)

A WOMAN UNDERTAKER

2850 Telegraph Ave.

Phone Lakeside 49

Everybody worked to put over the STUART WALKER plays but Dr. Shields, Bird Wilson, Marion Chalmers, Margaret Chase, Josephine McClenigan, Dora Cooley, Georgia Maiden, Mable Little, Laura Pinkston *et al* did extra work and deserve the special thanks of the club.

Remember, the dinner Tuesday evening, February 19th, Harland Barthlemew is one of the most noted engineers in his line in this country and will have something to say you will want to hear. If you have not mailed your reservation, phone at once. You had your post card notice Saturday.

About fifty members attended the Baptist Church last Sunday night when Rev. Snape preached on the "Book of Job". Bessie made a little talk inviting everybody to attend the STUART WALKER play. Her talk was short and winning and she looked as pretty as a picture. We were so proud of her. A successful business woman yet as womanly and sweet as any strictly home woman could possibly be.

Every body may know, they ought to, that Josephine McClenigan and Dora Cooley were responsible for the Stuart Walker program ads and make up. And did you notice that ad. of Dora's? It is suspected that Dora shooed away every prospect that Josephine got for that space by saying "ants" or "microbes" or something to them and then used the space at reduced rates.

Marian Chalmers took about a dozen men of the company for a drive Friday. They are all University men and received a royal welcome at their fraternities in Berkeley. Kindly club-members offered to chaperone the party but Marian was suddenly hard of hearing. The official scandalmonger on the HERALD scented trouble when Marian came out in that gay, stunning red hat which she said she bought to help her put over the Plays to the Lions' Club last week.

Attention Juniors !!!

Miss Elizabeth Clow has invited the JUNIORS to spend Washington's Birthday, Feb. 22nd, at her country home at Lafayette. Details at next meeting, Feb. 19th. Be there.

Election of officers March 4th.

MISS SAYLOR'S UNUSUAL CHOCOLATES

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Business Dress For Business Women

Just what constitutes correct business dress for business women is a much mooted question—a point of controversy which has brought out many interesting ideas from the younger business women—in contradiction to the expressed views of some of the more experienced executives.

A few rules should be observed by every woman, whether in business or a profession, or of the so-called leisure class.

First and foremost, the well dressed woman is she who selects a becoming mode. It is ludicrous for a woman to think that because a frock looks well on a form in the window or show case, that it will be becoming to her.

This season the styles are particularly becoming for women as a whole, the styles for the slender women being effective, while the "stylish stouts" will find modes of the moment which will be equally becoming.

The job of the particular woman should also influence her dress. But whether she be an executive in a large corporation, a lawyer pleading in court, a practising physician, a teacher, a saleswoman or a clerk, it is essential that she be correctly

dressed, and proper dress should be just as much a part of her business equipment as her specialized training for the job.

The woman whose sales job keeps her out in the open a great deal may decide that tailored suits are most practical, and the woman who spends the greater part of her time in an office may select one piece frocks as the most satisfactory. Either style of dress may be as economical or as expensive as one desires.

Conservatism should be the watchword of all business women. It is far better to err by dressing too conservatively than to "over dress" for business.

The business woman should first apportion her funds to determine just what she can expend on dress for the year, and then—

Select the becoming style—

Select the type of garments to be worn—

Select the color for the season—

And above all—be conservative.

—*The Independent Woman.*

STOP

and read every advertisement in the columns of the Oakland Business Women's Herald! Then give them your support, for they are the support of your publication.

If your property is not bringing in the proper income see

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February's the Time

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Ticklish

Mistress (engaging maid): "Two things I insist upon—truthfulness and obedience."

Maid: "Oh, yes and when you tell me to tell a visitor you're out when you're in, which is it to be?"

Federal Clerk: "Who was the first President of the United States?"

Citizenship Applicant: Christopher Columb."

Federal Clerk: "I didn't ask you who discovered America."

Citizenship Applicant: "Well I no say George da Wash."

"What are you studying now?" asked Mrs. Johnson.

"We have taken up the subject of molecules", answered the son.

"I hope you will be very attentive and practice constantly," said the mother. "I tried to get your father to wear one, but he could not keep it in his eye."

"Tell me," said the Sunday school teacher, "why is a certain part of the church called the altar?"

"Because," said one bright boy whose sister had just been married, "it is where people alter their names."

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND CALIFORNIA

Volume One

Oakland, California, February 25, 1924

Number Thirty-nine

Friendship is love boiled down and flavored with kind thoughts, kind words
and helpful deeds.

LUNCHEON

Thursday, February 28, 1924, 12:15 p. m., Sharp

SPEAKER

Will be the very best Dr. Kibbe of the Program Committee can provide. Watch the daily papers for full announcement of same but rest assured, the high standard we have set for ourselves will be kept up.

Come and bring a friend. The plate 60 cents.

Kling-Dawers Stationery Co.

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Director Women's Dept.
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TOWELS

may be just pieces of cloth or perfectly
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ment. You receive the latter in our
service.

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Towel Company
28th and Filbert Sts.

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Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, INC.

of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests of the
Business and Professional Women's Club

The Business and Professional Women's
Club meets every Thursday, 12:15 p. m. in
their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

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House Manager.....MAE B. WILKIN

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MISS S. C. DE WOLFF.....Chairman
LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

GEORGE WASHINGTON.

Again we celebrate a birthday of national importance—that of GEORGE WASHINGTON, the father of our country.

Washington lived in a day much like the present time—one of wild emotion and much speculation and thru it all he stood for balance, poise and fearless judgment. Altho of powerful temper and strong passions, *judgment* gave him absolute self control. He hated indirection, was devoutly unselfish and tremendously honest.

These quotations from his pen are typical of his terse philosophy:

The noblest of all principles—love of freedom and country.

The obligations arising from the rights of humanity are universally binding.

There is but one straight course; and that is to seek truth, and pursue it steadily.

Nothing but harmony, honesty, industry, and frugality are necessary to make us a great and happy people.

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Comment.

Fanny Ward Miller advertised five weeks and then got results. You see her *ad* continues which means her business, too. Is there a moral in this tale for you Miss or Mrs. Business Woman?

Never has our kitchen and table service been in better hands than now. Mrs. Nattinger and Mrs. Normandy work together admirably, serving all with good wholesome food, piping hot and in an orderly and capable fashion.

Bring more of your friends up to luncheon from day to day.

And by the way, dear advertisers, you can help to make Miss Gartner's load sit more lightly on her busy shoulders by sending in your check to her a bit more promptly, not waiting for a bill every time. The *HERALD* rates—one dollar per inch—make it easy for you to estimate what you owe the *HERALD*. And you know the printer should be paid each week. Kindly cooperate a bit more with a very weary and very busy *HERALD* staff at times.

And now we are about to lose Esther Hoerst from the *HERALD*, too. Oh, me, oh my! what shall we ever do without Esther? But her Doctor and her family have "laid down the law" that until she is entirely recovered from a recent severe illness she shall leave off all extras, including her valuable place on the *HERALD*.

We know though that when the roses bloom again on her cheeks that she will return to the Wednesday night conference of the staff which has grown to be an enjoyable institution.

Lingerie and Nu-Bone Corsets at Milady's Specialty Shop

Phone O. 6811 19 Grand Ave.

Special Notice.

Isabel Curtis, member of the Oakland Library staff will be the speaker at next Thursday's luncheon. Her subject will be "Seeing South America".

(This notice came too late to make the first page announcement.)

To the Officers and Members of the Business and Professional Women's Club.

Your President Speaks!!!!

Being President of the Business and Professional Women's Club is one of the nicest duties I have ever assumed. In review, there is much that could have been done, but, there is also much that has been accomplished this past year.

Your President has been invited as representative of the club, to attend banquets, officiate at ceremonies, sit in churches and make a speech at the theatre. From meeting the PRESIDENT OF THE UNITED STATES, to conferences with city officials, the President has represented you. It has been a busy year, and a very happy one.

Our financial progress has been good, and the club spirit has been wonderful.

This next year, we confidently expect to see realized, our dream for a club building. There is every reason for a constructive club growth and, with our own home, we can be in the lead as a progressive organization. I am grateful for the privilege of helping in this plan.

It has been a pleasure to serve as President this year, but it would be impossible to accept the office for another term, if such an honor were contemplated by the members.

Cordially,

BESSIE WOOD GUSTASON.

Talk about loyalty which should be spelled with a capital letter as well as run in italics in this particular case of Kitty Gartner who was once auditor for the *HERALD* staff but had to give it up because of the pressure of her own work, and now she comes along and offers to "help out" again—goodness knows, that's mighty fine of her and maybe you think the *HERALD* editor isn't tickled pink. That's what we call true blue, a friend in need, and every thing else that's fine. Thank you, Kitty! We will try not to overwork you this time. And please stay with the *HERALD* forever and ever.

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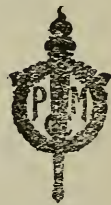
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MRS. H. D. HAVLIN

Telephone Pied. 523

Thanks, Mr. Belz, for bringing those Real Estate warblers up the other night to sing for us. Just wait, your turn is coming, for you must have heard our President say, we are planning a special dinner in your honor some of these fine days. Your singing was most excellent and your coming much appreciated.

Max Horwinski was a scream at last Thursday's luncheon, so they said. Too bad no detailed report reached the HERALD but suffice to say all credit to our good friend, Mr. Horwinski, who kept the good ladies in "peals of laughter" for thirty minutes or more. The laugh makers of the world are few in number; so come again, Max, you will be most welcome any time.

There is much to ponder over upon hearing Mr. Bartholomew the other night. Our club is certainly interested in the right sort of growth and expansion for Oakland from all the points of view outlined by the speaker—economic, social, aesthetic—but the big idea gleaned from our guest's most excellent talk is this, that *women do stand together* because fundamentally they think alike on all matters of conservation, not only as it touches family life, but as it reaches out into the city and nation where she and hers must live.

If your property is not
bringing in the proper
income see

WHITE & POLLARD
1300 WEBSTER ST.
LAKESIDE 2700

A rumor is abroad in the club that a new society has been formed, "The Owls" of which Carrie P. Kennedy is president. For it would seem she started her work on the Walker ticket sale between 1 a. m. and 6 a. m.—her friends assure us they were called at unearthly hours and her success proves their assertion—we know she was one of the midnight workers. Some of the charter Owlets who answered "too-hoo" when the midnight hour struck, we understand were, Addie Jesson and Sue Bradley—they are still going—not to mention the tickets Sue sold. Then there are the librarians Barmby, Baird and Everetts who burned midnight oil in quest of "whos-who". Eunice Prichard's work with private schools qualified her for membership and the ticket selling ability of those who went over the high water mark is responsible for the admission to the midnight revels of:

Mabel Little, the Chalmers twain, Georgia Maiden, Florence King, Dr. Kibbe, Mrs. M. B. Graham, Dr. Wythe, Alice T. Burnell, Ellen Smith, Mrs. C. H. Seccombe and the Cooley-McClennegan combination got in because of their strong arm methods for abstracting advertising money from the business district. As for what Dr. Shields, Bessie Gustason and Bird Wilson had to do to keep up with the entire membership was a sight and kept them on the move forty-eight hours each day of the campaign. For the splendid success was contributed to in large measure by the many who induced their friends to attend even tho a ticket sale was not made.



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A letter from Dr. Aurelia H. Reinhardt to President Gustason has this to say about the Stuart Walker plays: "I was happy to have my particular attention called to Friday night's plays. My sister and I occupied the seats you so kindly reserved for me and we enjoyed completely the varied and very distinctive program which the Portmanteau Players gave. The play for which I have greatest fondness was 'The Gods of the Mountain'. Did you not feel that this poetic and subtle play was given with particular artistry and power? I certainly hope the Business and Professional Women's Club made some money on their general effort and, at least, Oakland is to be congratuated that they briefly brought these interesting artists to our city."

Bessie Wood Gustason
(Bessie J. Wood)

A WOMAN UNDERTAKER
2850 Telegraph Ave.
Phone Lakeside 49



Telephone Lakeside 1341

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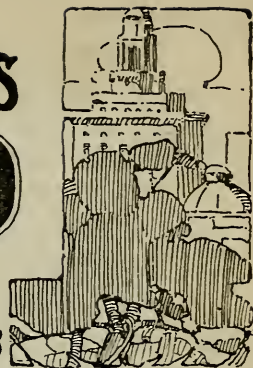
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, March 3, 1924

Number Forty

To desire to do good is positively dangerous, unless one knows
what it is good to do.—Fosdick.

DINNER

Thursday, March 6, 1924, 6:15 p. m., Sharp

ANNUAL MEETING

ELECTION OF OFFICERS

The retiring administration will render account of its stewardship. It is whispered some surprises are under preparation. At all events it will be the one big meeting of the year in point of interest, pleasure and activity. Not to be present will be to miss something.

Plates 75c.

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Oakland 8626

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hands or face is impossible
without the use of a cloth
towel.

There is no substitute for
cleanliness.

Oakland, California
Towel Company
28th and Filbert Sts.

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LAURIE THORNE.....Secretary
LAURA WARNOCK.....Treasurer

RESPONSIBILITIES

An election is upon us—the next issue of the HERALD will contain the names of a new set of club officers elected at next Thursday's meeting. There is always some apprehension felt just before an election lest the wrong ones might be put in office. Let us have no fear on this score; there is no dearth of good material in the club for any office; there are at least a score of women, any one of whom would make a good president. Some can't; some won't accept. Rest assured, however, that whoever is elected will "rise to the occasion" and should have the enthusiastic support of the entire club thruout the coming year. There is just one paramount qualification demanded of the aspirant this particular year and that is: she must be in full sympathy with the progressive plans of the club especially as it involves the erection of a club home.

Some one has said that men's organizations elect their officers and then proceed to forget them while women elect theirs and proceed to watch them like the proverbial cat does a mouse—in other words, women have a tendency to criticize unduly at times, to magnify little things and to lose sight of the larger and finer qualifications of their officers. No woman, as president, can hope to please everybody; but if she possess the larger vision and keep herself free from "entangling alliances" within the club membership she will leave office with a free conscience and with honor and gratitude from those whom she has served.

And now as to *responsibility*—this should be distributed over as large an area as possible. In a club the size of ours there is small need of duplication in any office or upon any committee and we have much new material to select from this year. The officers number 5; board of directors, 6; standing committees, 10; the HERALD staff, 5; directors of holding company, 11; Juniors, 3. These with other committees appointed from time to time make a total of nearly fifty persons who have some direct responsibility in the club—and this is as it should be. The more persons in *positions of responsibility* the more general becomes the *interest* and *interest* is what makes a club.

And nothing has yet been said about *responsibility* of the members who hold no office—this is most important of all. Without it the officers can do nothing. It surely is everybody's duty to assume the largest measure of responsibility for the proper conduct and standing of the club in the community. Each member should make it a personal matter to be genuinely interested in all its activities; to secure new members; to defend the good name and honor of the club under any and all circumstances; to perform club service willingly and cheerfully when called upon and to attend the weekly club gatherings with some degree of regularity—*this is our responsibility*. How much of the burden are you prepared to carry during next year?

Carpet Work in All its Branches
Rug Weaving

A. B. C. CARPET CLEANERS

(HAMILTON BEACH METHOD)
JOS. F. O'REILLY, PROP.

Phone Oakland 5746 632-13th St.

Among Ourselves

We hear with regret that Mrs. Anna Ihrig met with an accident while driving her car last week. The car went to the repair shop and Anna is nursing her bruises at home. Less speed Anna, we understand this is the second mishap to you and that car.

Great credit is due Addie Jessen and Sue Bradley for the skillful way in which they handled the intermediary tickets for Stuart Walker Plays. It took a lot of time and work and the Club certainly is grateful to them.

Better step lively next Thursday evening. Voting for our new set of officers will begin on schedule and you will want to claim your ballot. If officers are chosen not to your liking, there will be no one to blame but yourself if you stay away and "let George do it". Let not apathy of our voting privilege be manifest in our club ranks—come, rain or shine. Think straight, vote right, abide by the majority!

Now that the Stuart Walker plays are over, we should work with undivided zeal toward putting over the clubhouse. Our lease will expire and we must commence to build as our Home will be ready when it expires, or pay a very large rent for our present headquarters. So let's all get behind the project and push and pull with all our might and get our Club house. We can do it if we think we can.

Anyone who has not turned in her theater tickets and paid for what she used, please do so at once so that the committee may be able to make a complete report at the next meeting.

The Club extends sympathy to Laura Thorne and her family because of the accident which caused the death of her brother-in-law who leaves a wife and two small children.

Junior Meeting.

All members of the Junior Section are urged to be present at the next meeting, March 4th, in the club rooms at 7:30 p. m. as election of officers will take place. It is every member's duty to help select officers for the coming year—come!!!

"Where to Take Hold"

The place to take hold is Here. Right Here. And the time to begin is Now. Right Now. If you don't know how to go at it right, go at it wrong, but go at it.

All the worth-while things of this life are difficult. Nothing's easy but slumping. Most of the problems that affect your happiness are complicated. And the way to perform a difficult task is to do it—somehow. For YOU LEARN BY TRYING.

—Dr. Frank Crane.

TICKLISH

"Doctor, there's an awful rumbling in my stomach, like a wagon running over a street car track."

"H'm, probably that truck you ate last night."

Life Insurance Agent—"One moment, sir, before I fill in your application. What make of car do you drive?"

Client—"I don't drive any—I hate them!"

Life Insurance Agent—"Sorry, but our Company no longer insures pedestrians."

Ben Higgins never would be passed. He bragged his car's endurance.

He passed six cars with backward glance—

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Store Detective—"I'm suspicious of that woman; she seems furtive."

Floorwalker—"Well, keep your eye on the furs."

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WOMEN'S CLUB, Inc.

of Oakland, California
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Juniors.....JEAN BAIRD
Music.....ZANNETTE W. POTTER
House Manager.....MAE B. WILKIN

JUNIOR SECTION

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LAURIE THORNE.....Secretary
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A SYMPHONY

Put yourself in harmony with the vast current of energy that flows through every atom of the universe. Learn to allow all things to develop in their own way and in their own time. Live as naturally and in as close touch with life as a flower; it creeps, or clings, or stands upright, according to its nature, and, offering no resistance to inherent forces and inclinations, grows upward toward the sunlight.

Seek the complete and balanced life; work and play with hands, head, and heart in close sympathy with the unlimited energy of which you are an infinitesimal, but a necessary part. Give up your isolated, antagonistic independence; it produces friction, and friction is waste. Harmony is the source of health, happiness, and success. Let go. Feel yourself in the current of the Primal Energy that lies beyond the beginning of all life, yet flows through every atom of the universe merging all into a perfect whole. And, living in harmony with the life force, all things will be possible and all that is most worth while will come to you without fear, without worry, and without needless haste or striving.

—M. E. G.

Holding Company

The report of the Holding Company which was given at the business meeting Thursday, was enthusiastically received and when we were told that our lot had increased, according to real estate appraisements to \$50,000 or \$75,000, we all felt confident that by the time our lease expires we would be ready to move into our own building. \$1,000.00 worth of new stock was subscribed for right there in the meeting and we are now well over the half way mark.

The Club expects every member to hold at least one share of stock (\$10.00) which is within the reach of every one and to do her share toward putting over the clubhouse.

If you haven't any shares of stock, subscribe for one or more at once. We have learned team work this year as never before on the Stuart Walker plays, now let us put that knowledge into practice again on the building proposition.

A LOOK BACKWARD AND FORWARD.

The annual meeting of the BUSINESS & PROFESSIONAL WOMEN'S CLUB of Oakland was held last night at their club rooms, 1741 Broadway. In response to a telegram from Mary R. Stewart, chairman of Legislation of the National Federation of Business and Professional Women's Clubs, Bird M. Wilson, chairman of legislation of the local club was instructed to wire Senator Shortridge urging that the senate committee report favorably on the child labor bill now before Congress.

The report of president Bessie Wood Gustason disclosed among the outstanding things accomplished during the year: two young girls sent to the city camp in the Sierras last summer for their vacation; Christmas boxes provided dinners for many deserving families; the Junior Section was organized; an interclub weekly publication inaugurated; fifty-nine new members added to the membership; and a series of programs covering civics, education, business, travel, human endeavor and fun, many of which were furnished by people of national and international note.

The report on the development of the building plans showed that more than half of the stock in the holding company has been subscribed; over one thousand dollars in stock was subscribed last evening.

The service the club room is rendering to the members was emphasized in the house report, which showed that the appreciation of the home cooked meals has put the dining room on a paying basis.

The officers elected for the ensuing year were: Miss Susanne M. Chalmers, President; Miss Mary Barnby, Vice President; Miss Jean D. Baird, Recording Secretary; Mrs. Edith M. Bakewell, Corresponding Secretary; Miss Eunice Pritchard, Treasurer; Miss Sue M. Bradley, Auditor; Mrs. Bessie Wood Gustason, Miss Bird M. Wilson and Mrs. Bessie G. Whittaker, Directors. The directors holding over from last year are: Dr. Minora E. Kibbe, Mrs. Gladys H. Barndollar and Miss Elizabeth Clow.

PUBLICITY COMMITTEE.

Among Ourselves

We were glad to see Elizabeth McGibbon the other day at luncheon. We know you are busy, Elizabeth, but come as often as you can.

Mrs. S. C. Borland has resigned from her position as Assistant Social Agent of Alameda County, and is taking a much needed rest. Mrs. Minnie Haines has been appointed to fill the vacancy.

At the annual meeting of the BUSINESS & PROFESSIONAL WOMEN'S club Thursday evening, March 6th, the following officers were elected for the ensuing year:

Miss S. M. Chalmers, president;
Miss Mary Barnby, vice-president;

Miss Jean Baird, recording secretary;

Mrs. Edith Bakewell, corresponding secretary;

Miss Eunice Pritchard, treasurer;
Sue M. Bradley, auditor.

Mrs. Bessie Wood Gustason, Mrs. B. G. Whitaker, and Miss Bird Wilson were elected members of the Board of Directors.

Juniors

Juniors, take notice — elections will be held on the 1st Tuesday night in April, April 1st, so be thinking who would be the best office holders and come prepared to vote wisely.

At the last meeting of the Juniors they lived again that happy holiday in Lafayette, pictorially this time, as all brought their snaps to exchange. My, Laurie Thorne surely knows how to pose for a picture—you should see it!

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Pointers For Our Men Friends

If you really wish to know a woman's bad points—praise her to another.

* * *

Never hesitate in telling a woman that you love her; it increases her self respect.

* * *

A woman may be shocked if you make love to her, but she is disappointed if you don't.

* * *

Space to show off their clothes, with music, food and men, is all that some women need to think they have enjoyed themselves.

* * *

Earth has no sorrows that flat-
tery cannot heal.

* * *

Woman has put more spokes in wheel of destiny than the gods contemplated.

* * *

Two can live as cheap as one.

* * *

There are only two kinds of men who don't understand women—married men and single men.

Homely Sayings

To be popular at home is a great achievement. The man who is loved by the house cat, the dog, the neighbor's children and his own wife, is a remarkable man, even if his name is never listed in "Who's Who."

No place is home until two people have latchkeys.

Uneasy lies the head of the fellow who was in the habit of "taking things easy."

It pays to get the other fellow's point of view; besides it's one of the few things worth getting that doesn't cost anything.

We are 90% alike, all we people, and 10% different. The trouble is that we forget the 90% and remember the 10% when we criticize others.

A fortune awaits the man who can put a permanent wave in the American flag.

If we say only pleasant things as we go along, it won't be so bad later if we have to eat our words.

Many great minds are agitated over the question as to what substitute the bootleggers will sell in place of tobacco when the reformers have prohibited its use.

The dying man shook his head tearfully and maintained, "I won't take it, no, Ikey, it tastes awful."

"But, mine dear fren," groaned Ikey, "you can't die and leave all these expensive medicines wasted."

Come and Play

There will be an evening of Mah-Jongg at the Club rooms, Friday, March 21st. Take a table so you can have your friends with you for the game. Prizes for each table. Fifty cents a person does this and more. Come early and stay as late as you wish. Leave word at the Club for Miss Barmby—for reservations.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, March 17, 1924

Number Forty-Two

Our greatest glory is not in never falling, but in rising every time we fall.

DINNER

Thursday, March 20, 1924, 6:15 p. m.

SPEAKERS

GERTRUDE TURNER

KENNETH WILLIAMS

U. of C. Students who were delegates to a recent convention held in Indianapolis, where the *Student Volunteer Movement* was the paramount question.

These young people have the "vision of youth" and will discuss International and Race problems in a most interesting fashion.

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a favorable impression.

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LAURA WARNOCK.....Treasurer

FELLOW MEMBERS OF BUSINESS & PROFESSIONAL WOMEN'S CLUB:

I greatly appreciate the honor you have conferred in electing me as president of our club. This will be an exceptionally important year as we are planning our own club home, where we will have better opportunities to carry forward the many plans for the coming year; but the first must be the completion of our club house and for this we need the support and hearty co-operation of every member.

I pledge to you my best, and know from you the best will be given.

Cordially yours,

SUSANNE M. CHALMERS.

Were You There?

The members of the Club are to be complimented on the attendance Thursday to greet the new officers. Retiring President Bessie Wood Gustason's hand-made installation services reflected great credit upon the author, regardless of the reflections they may have cast into the future. The instructions as well as the tips given the new officers, will certainly react to the benefit of the club and if published in the HERALD, will make valuable suggestions for the members:

President Susanne M. Chalmers, with a tight grasp on the handle of the gavel, gave her promise true for the furtherance of the welfare of the club, and very properly made it clear she should welcome such a promise of support for the new administration from all the members.

Other members of the new Board and remaining officers were likewise initiated into the intricacies of their respective officers with becoming ceremony.

On behalf of the club members Mrs. Carrie Hall made a neat

speech in presenting a beautiful basket of flowers to the retiring President, Bessie Wood Gustason, promising also the gift of a National pin at a later date.

Rev. H. F. McCreedy of Plymouth Center was introduced and in a very pleasing address congratulated everybody upon the advent of the new administration.

Zannette Potter led the community singing and Mrs. Grace Le Page sang two beautiful songs to an accompaniment, played by Eva Garcia. Miss Garcia also played a Chopin waltz.

Wasn't the Installation of Officers at the luncheon Thursday novel and delightful and wasn't Carrie Hall's little speech of appreciation of Bessie opportune?

Please note that our club is learning to play.

The State Federation of Business and Professional Women has joined the California Women's Joint Legislative Committee of State Organizations.

AMONG OURSELVES

We are glad to see Eva Stromberg out again after an illness.

We are glad you were among those present again Eva Wilkie Meisner,—hope you are.

It was a pleasure to have Marie Perry of the California Cotton Mills with us at luncheon last Thursday, and did you notice the delegation she brought with her? It has been quite some time, Marie, do not let it happen again.

Our club member, Edith Miner, has advised us of her retirement from the management of Hotel Belvoir and that the family will spend the summer at the Shinn home in Niles until their new home at Lake Orinda is finished.

As our club is vitally interested in the Women's Employment Bureau, we are glad to hear, through Miss Brookman, that the Business Woman's Forum has also joined the Bureau, thus adding to its strength and efficiency.

If you want an invigorating inspiration visit Gladys Barndollar at her new location in the Tribune Tower. A wonderful panorama of our beautiful hills and a bird's-eye view of our growing city will give you a real thrill and make you prouder than ever of "Our City Oakland".

Mrs. Helen S. Artieda, executive secretary of the Public Welfare League, has moved her office to more commodious quarters in the Thayer Building; she now has a private room for consultations which was much needed. This room is being costly furnished by the Big Sisters and other friends interested in the work of the League.

You may be interested in knowing that while 25 made reservation for last Thursday's luncheon, 65 were planned for, that 94 came. The large attendance was very gratifying to the luncheon administrators, but a bit disconcerting to the culinary department, for advance information as to the numbers who were coming, was not made. It was somewhat embarrassing, but a vote of thanks to the members who so readily helped with the serving is now in order.

Miss Barnby, our new Vice President, and in charge of the Mah Jongg parties at the club, wishes to remind everybody about the next party of Mah Jongg on next Friday evening, March 21. Prizes for each table, 50 Cents does this and more. Come early and stay as late as you wish. Leave word at club for Miss Barnby if you will be there.

Miss Helen Kling was distressed the other evening at the makeshift blackboard eraser and to the delight of the Club attaches presented the Club with a real article. Thanks Helen, a thousand. Now if someone will develop the same kind of distress over the lack of a typewriter in the club room and present something that can render service, we'll say thanks a million. We now have to go to Dora Cooley; and Dora is good natured,—BUT.

Word comes from Margaret Chase at Long Beach, that she approves of the election of officers and saying she does not see but that we got along very well without her. Likewise that she watches the mail for the "HERALD" as do the members of the household. That last is all right Maggie, but we could have made use of you at the election.

You know the story of "Wolf-wolf" and you have heard of building plans and building plans. Well, the prospects are the best ever that they are going to happen,—just as far as the property value will permit and location justify.

Lease on our present Club rooms expires in September, and if we can move then into our own—What?

LOST:—Handsome young lady answering when last heard from to name of Eva Stromberg. Any information will be appreciated by anxious friends.

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**Committee Chairmen,
Attention!**

Please be prepared to outline
your plans for the coming year at
next Thursday's dinner.

S. M. CHALMERS,
President.

Believed Him Guilty

A country school board was visit-
ing a school and the principal was
putting his pupils thru their paces.

"Who signed Magna Charta,
Robert?" he asked, turning to one
boy.

"Please, sir, 'twasn't me," whim-
pered the youngster.

The teacher, in disgust, told him
to take his seat; but an old tobacco-
chewing countryman on the board
was not satisfied, so, after a well-
directed aim at the cuspidor, he
said: "Call that boy back. I don't
like his manner. I believe he did
do it."

W. H. POLLARD, Jr.

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Ticklish

"Now, tell us about it—why did
you steal the purse?"

"Your Honor, I won't receive
you I was ill and thought the
change might do me good."

"There's one fellow in this town
that certainly gets on my nerves."

"Who's that?"
"The osteopath."

Excited Voice on the Telephone:
"Say, Mr. Jinks, bandits have just
robbed the band and run off with
your car that you left parked in
front of it!"

The Victim: "Well—all I got
to say is, they showed rare judg-
ment by robbing the bank first."

"Do you have much trouble with
the inmates of the asylum?"

"No; they are all busy writing
movie scenarios."

A lady rushed into a hardware
store, and said: "Please give me a
mousetrap as quickly as you can.
I want to catch a street car."

Justice at Last!

He drove at fifty miles an hour,
And cared not whom he hit;
Now sleeps beneath this flow'ry
bower

His victim—*he is it!*

Calls come in quite frequently for
certain back numbers of the HERALD.
Are your files complete? If not, let
us know—time will come, you know,
when issues will be exhausted, and
then you will be sorry as well as
disappointed.

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Room with Sleeping Porch

Apply Alice Fowler Barker

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OAKLAND

CALIFORNIA

Volume One

Oakland, California, March 24, 1924

Number Forty-Three

No occupation implants so speedy and effective a love of peace as a country life.

LUNCHEON

Thursday, March 27, 1924, 12:15 p. m.

Program secured thru the courtesy of EMILY G. PALMER club member
and Director of Research at U. of C.

SPEAKER

W. W. KEMP

Dean of the School of Education of University of California.

Be at the luncheon to do honor to our prominent
educational visitor.

The Plate 60 Cents.

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Decorations.....EDNA SPENCER

SEND IT IN.

If you have a bit of news,
Send it in.
Or a song that we can use,
Send it in.
A story that is true,
An incident that's new,
We want to hear from you—
Send it in.
A report about your work—
Send it in.
Though you've never tried before,
Send it in.
Never mind about the style,
If the news is worth the while,
We'll receive it with a smile—
SEND IT IN.

SPRING!

One feels like quoting:

"What is so rare as a day in June, then if ever
come perfect days.

Then Heaven tries the earth if it be in tune, and
over it softly her warm ear lays."

But this is *March* in California and each suc-
ceeding day proclaims a greater wonder and a more
gorgeous splendor of the springtime. Apropos of
Nature's miracle Longfellow once said:

"If Spring came but once in a century, instead
of once a year, or burst forth with the sound of an
earthquake, and not in silence, what a wonder and
expectation there would be in all hearts to behold
the miraculous change! But now the silent succe-
sion suggests nothing but necessity. To most men
only the cessation of the miracle would be miracu-
lous, and the perpetual exercise of God's power
seems less wonder than its withdrawal would be."

*I come, I come! ye have called me long,
I come o'er the mountain with light and song:
Ye may trace my step o'er the wakening earth,
By the winds which tell of the violet's birth,
By the primrose-stars in the shadowy grass,
By the green leaves, opening as I pass.*

Felicia D. Hemans—Voice of Spring.

*And softly came the fair young queen
O'er mountain, dale, and dell;
And when her golden light was seen
And emerald shadow fell.*

*The good-wife oped the window wide,
The good-man spanned his plough;
'Tis time to run, 'tis time to ride,
For the Spring is with us now.*

—Leland.

Bessie Wood Gustason

(Bessie J. Wood)

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Piedmont at Yosemite

See Mrs. Barker, Mrs. Holmes or Mrs. King

NOTICE OF MEETING OF STOCKHOLDERS.

Notice is hereby given, that a special meeting of stockholders of the Business Women's Holding Company, a corporation, will be held on Friday, March 28, 1924, at 7:30 o'clock P. M. of said day, at the office of said company, 1741 Broadway, Oakland, Cal., for the purpose of considering plans for club building, taking action thereon and for the transaction of such other business as may properly come before the meeting.

Dinner will be served at club rooms at 6:15, preceding the meeting. Please phone reservations, Oakland 1470. Price 75c.

WHY I BELIEVE IN A CLUB HOUSE NOW.

1. We have a lot centrally located. It will always be valuable property. The increased valuation in the short time we have had it speaks for itself.

2. Our need of a club house. Our present lease expires in September. Rent increased to \$127 per month, just \$50 a month, and a \$5 a month further increase each year.

3. My faith in women. They can do great things when they co-operate. Other women have done them. Will the Oakland Business and Professional Women's Club let others put us to shame? Have we so little club spirit and enthusiasm and civic pride that we cannot see our present opportunity and grasp it? NO!

4. Good business. Valuable property should be improved and bear income. Make it an asset, not a liability.

5. Our opportunity. At last after much investigation, a specially designed building, with club room space sufficient for our needs for fifteen years at least, with a practical financial plan, is laid before us by a reputable company.

How fine it will be to have our very own club home. An auditorium to seat 350 at tables, and more on the mezzanine floor; large enough to hold many types of gatherings, which would give pleasure and bring a revenue; a building upon which we could look with pride, as the sole owners.

On March 28th every stockholder is asked to be present, to hear the report of the committee on the remodeled plans submitted, and their recommendation, and thus be able to vote intelligently.

Our new President says, "A CLUB HOUSE THIS YEAR." ARE YOU FOR IT?

LILLIAN SHIELDS,
President Holding Co.

Joyful News.

Bessie Wood Gustason, chairman of the Program Committee assures the HERALD that club programs will be known and proclaimed far in advance this year—what a boon to ye editor and the printer!

Her committee consists of four members, each providing a program once a month.

If a month has five Thursdays, a skit by club members will be programmed.

1st Thursday—Miss Alice Brookman.

2nd Thursday—Miss Mary Barmby.

3rd Thursday—Miss Elizabeth Clow.

4th Thursday—Mrs. Bessie Wood Gustason.

Likewise the Music Committee, Z. W. Potter, chairman, will rotate in responsibility of providing good music for the Thursday program.

The committee includes:

Grace Le Page Eva Stromberg
Ada Angel Z. W. Potter

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Among Ourselves

Election of officers for the Junior Section will be held on Tuesday evening, April 1st, in the club rooms. Will all Juniors plan to be present?

One of our newest members, Miss Martha Chickering, has been elected to the presidency of the Alameda County Association of Social Workers.

Miss Chickering brings to the position not only great natural ability, but also a wide experience in social work. The Association is honored by her acceptance and we predict for it a successful year.

Inquiry as to why Miss Kruger is so seldom seen at our meetings reveals the fact that the rush of business gives her hardly time to eat.

She says this is to be a record-breaking year for Oakland, her firm alone having loaned a half million dollars, since January first, to aid in the building of homes for one hundred and twenty-five new residents who are coming from all parts of the country. Hurrah! for Oakland.

Last Tuesday night the Juniors enjoyed a little party all their own in the club rooms, in honor of St. Pat. 'T'was the wearin' of the green without a doubt, as all wore some bit of green. It was the first social affair given by the Juniors just for the Juniors and their Senior Committee chaperones. Clever, snappy games and dancing included the entertainment and to prove it was a real party—ice cream and cake were served.

The Mah Jongg party Friday evening given by the "Three Graces" was a success socially and financially.

Win A Prize!

QUERY—*Will long tresses on a woman be a curiosity in our generation? Why?*

For the best answer to the above, told in no more than twenty-five words, the Editorial staff will give three prizes.

Send in your answer at once; sooner the better. Address—Editor BUSINESS WOMEN'S HERALD, 1741 Broadway.

Registered?

You can't vote unless you have registered since Jan. 1, 1924.

Business women should take pride in the use of the ballot. No time in our country's history needs a more thoughtful use of the ballot than now.

WANTED

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Ring Editor Lks. 6700.

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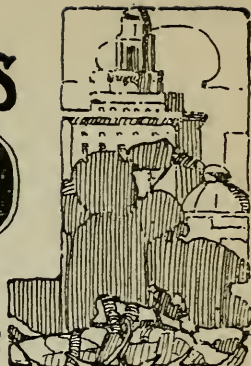
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, March 31, 1924

Number Forty-Four

"Give to the world the best you have and the best will come back to you."

LUNCHEON

Thursday, April 3, 1924, 12:15 p. m.

SPEAKER

MRS. WILLIAM NAT FRIEND

Past President of Ebell Society

A charming personality and forceful speaker who will have for her topic

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BUSINESS WOMENS HERALD

Official publication of the
BUSINESS AND PROFESSIONAL
WOMEN'S CLUB, Inc.
of Oakland, California
Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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their Club Rooms, 1741 Broadway, Oakland.
Tel. Oak. 1470.

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Publicity.....DORA B. COOLEY
Membership.....EMMA S. SHERTZER
Reception.....ANN T. RYAN
Activities.....CARRIE P. KENNEDY
Music.....ZANNETTE W. POTTER
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CLUB SPIRIT

MEMBERS OF OUR CLUB, do you carry with you when you leave your meetings the spirit of friendliness, companionship, faith, forbearance, and helpfulness you feel, and perhaps express, when you sit about the luncheon table?

Are the women with whom you have become associated (and because of this closer acquaintance you should feel more friendly toward them) any more to you than a chance acquaintance—the women of whom you know but little?

Banded together as you are, not for your own benefit—if you have the true spirit of the organization—but to do good to others, you should see in every member of your club the best there is in her.

When you think of her, when you speak of her, do you consider and allude to her good qualities or do you think of the disagreeable traits she may possess?

Which side of her do you emphasize to others—the one which is best or the opposite one?

—Arranged from recent article in Post-Enquirer.

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Among Ourselves

We are glad to see Louise Sund out again after an illness.

The club extends sympathy to Marian A. Thomas in the loss of her father.

Rose Beatty is the victim of a distressing accident to her hip. May her recovery be speedy.

Ada Angel is the newest recruit to the "Bobbed Hair Section". The timid ones are asking themselves how long it will be before a long haired woman will become a curiosity.

Mrs. Esther Wood Schneider, club member, and in charge of the local units of Camp Fire Girls, left for Kansas City last week to be in attendance upon the National Convention of the order meeting there in early April.

Miss Alice Brookman is also in great demand to speak before clubs and other organizations on her favorite topic, "World Peace".

We could probably double this list if we knew how much talent we had in our club. Aren't we proud of our women?

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At last Thursday's luncheon we were glad to greet some of our members whom we have not seen for a long time. Mrs. Peggy Reeves, Mrs. Alice Bolts, and Miss Florence Burrell; the latter had as her guest Mrs. Homer Miller who was a strenuous war-worker abroad.

Dr. Kemp's talk to the club Thursday was highly enjoyable. The members are invited to visit the U. C. campus in an al fresco luncheon some day under the shadow of Haviland Hall which has been dedicated to the cause of education over which Dr. Kemp presides at the University.

The Americanization section of the Alameda District of Federated clubs recently invited Miss Mary Barmby to address them on the subject of the County Library, and Miss Eloise Cushing, one of our attorneys, to present the Community Property law and explain its merits and defects.

Miss Emily Palmer presided most graciously last Thursday in introducing Dr. Kemp as the Club speaker and invited all club members to attend the lectures of Miss Cleo Murland on Wednesday evenings held in Haviland Hall in Berkeley. These talks will appeal to business women. Details concerning same may be found at the club rooms.

It is not generally known that John Swett to whom Dr. Kemp referred to as the *Horace Mann of the West* is the father of Mrs. Artieda, our own club member. It is meet that Dr. Kemp should speak thus concerning the distinguished pioneer of education in California, for true it is that John Swett laid all the great pillars upon which our splendid California school system rests.

Innovation!

Something new! We are to have a birthday party every week from now on. Notify the club week before your birthday comes and it will be celebrated on the following Thursday. No, you don't need to tell *what* birthday it is! How nice!

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Do You Know

That—

The woman is wise who knows what not to say, and remembers not to say it.

That—

Experience is what many of us get sometimes when we are looking for something else.

That—

Girls used to color up when they met a young man; now they color up before they meet him.

That—

Money is the universal purchaser of everything except happiness; the universal passport to every place except heaven.

That—

"All girls can be gay in a classy coupe, in a taxi they all can be jolly; but the girl who's worth while is the one who can smile when you're taking her home in the trolley."

That—

A genius is a fellow who shoots at something no one else can see, and hits it.

That—

Smither never completed his education, did he? No—he died a bachelor.

"TAINT."

"Taint what we have but what we give;

"Taint where we are but how we live;

"Taint what we do but how we do it; That makes this life worth going through it.

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We Visit San Jose

It was a select, hand-picked party which responded to the invitation to the Club to attend the third birthday dinner party of the San Jose Club last Monday evening; they report a delightful trip and an attendance of over three hundred of San Jose's best at the dinner.

What is more they came home all puffed up over the way President Chalmers conducted herself; it was unanimously agreed that she did us proud in felicitating the hostess club on its growth and prosperity, and presented them with the goose and the golden egg as a start for their own club house.

The "quack, quack, puack," of the San Jose Club Yell Team gave voice to their appreciation of the surprise our President's gift gave them.

Accompanying Miss S. M. Chalmers were Miss Florence Bussell, and Miss Margaret Chalmers, Mrs. Carrie Hall and Mae B. Wilkin were the auto guests of Miss Hartig, visitor to the club from Dubuque, Iowa, whom many club members have had the pleasure of meeting.

Yes, Spring Is Not Here

(Keeping From Going To Seed)

By Lucy Lowell

No more going to seed at fifty. The woman who has fulfilled her mission of wife, home-maker and mother, is not forced to look ahead to slowly-grinding years with possible grandchildren as her single excuse for being.

The other day I heard about a woman  fifty-odd who is taking a course in economics at the college where her son is a student.

It was thought quite a feat—mother and son in the same classes.

"And what does she want to know about economics for anyway?" somebody questioned.

"A middle-aged home woman with her career behind her!"

Well, say I, why shouldn't she want to know about economics—or anything else that broadens the mind and freshens the viewpoint?

A woman of 75 tells me that she has joined a political club.

"I don't know much about political matters," she explained. "I didn't have time to study when I was younger.

"I'll never be able to bring about any revolutions." But I can do something. Seventy-five isn't too old!"

Indeed it isn't! Neither is eighty-five or ninety-five.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, April 7, 1924

Number Forty-Five

Neither fine theories nor splendid ideals are valuable if they cannot be applied.—Geo. M. Verity

DINNER

Thursday, April 10, 1924, 6:15 p. m.

SPEAKER

MISS DONALDINA CAMERON

Superintendent Presbyterian Chinese Mission Home,
San Francisco.

Her recent experience on behalf of some Chinese girls makes a remarkable story of human interest, such as will claim the closest attention of any audience. We are very fortunate in having this well-known woman as our guest. Let us greet her in large numbers as a tribute to her splendid work for humanity.

Plates 75c.

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CLARA BARTON

We note in a recent issue of the "Oakland Tribune" a fine tribute to Miss Clara Barton, and a commendation of the movement to plant a tree on April 12th, as a living memorial to one of the greatest and most patriotic characters in American history.

Clara Barton is the mother of the American Red Cross; it took her five weary years to get Congress to sign the treaty; she lectured, wrote, and lobbied for it and in 1882, under President Arthur the Agreement was signed and her dream became a reality.

Miss Barton was the first president; she soon realized that America would give the society little to do in way of war work, so she amended the Geneva treaty to provide for Red Cross aid in time of peace. This was the greatest and most far-reaching piece of work she could have done as history has proved.

Shall the B. P. W. honor itself by joining in this movement?

The HERALD suggests we plant a tree on our own lot. Why not?

* * *

A TREE.

I think that I shall never see
A poem lovely as a tree.
A tree whose hungry mouth is pressed
Against the earth's sweet flowing breast;
A tree that looks at God all day
And lifts her leafy arms to pray;
A tree that may in summer wear
A nest of robins in her hair;
Upon whose bosom snow has lain;
Who intimately lives with rain.
Poems are made by fools like me,
But only God can make a tree.

JOYCE KILMER.

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Announcement

Will committees desiring publicity please 'phone their news to Jean De Lair, Oakland 1554, or to May M. Schuler, Oakland 8806? Better still, won't you help us by sending your news direct to the newspapers and the "HERALD"? Information cheerfully furnished by

THE PUBLICITY COMMITTEE.

—O—

Book Week

April 6 to 13

Miss Mary Barmby asks for books for the use and entertainment of the **MERCHANT SEAMEN**. Anything light and interesting. Don't forget. Bring them to the club.

—O—

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Make friends by being friendly;
Increase the world's happiness by refusing to repeat scandal;
Begin life all over each morning;
Own millions of dollars worth of landscapes;

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Be open minded and closed mouthed.

—O—

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ALWAYS ANOTHER FIGHT LEFT.

By S. E. Kiser.

I have failed in a thousand cases,
But I still have the heart to try;
I am scarred in a hundred places,
No darling of Luck am I!
In many a crucial hour

I have hoped, and been scorned
and kicked;

But never has Fate had power
To convince me that I was licked.

I have trusted and been mistaken;
My friendship has been betrayed;

I have struggled alone, forsaken
By men who have had my aid;

I have listened to those who flattered,

Their motives misunderstood,
But my faith has remained unshattered;

I believe in the ultimate good.

I ask for no earned pleasure,
No pathway through flowery lanes;

I offer a full, fair measure
Of effort for all my gains;

I'll try, though the pace be grilling,
Nor whine if I'm tripped or tricked,

As long as my soul's unwilling
To let me believe I am licked.

—O—

Juniors Elect New Officers

President DONA HANS

Vice-President LAURIE THORNE

Secretary NELLE STEPHENSON

Treasurer HARRIET BAKEWELL

A dinner is planned for April 22 for the installation of new officers. It is hoped that all the Juniors will be present with many prospective members.

—O—

THE PLAZA

Amid the hum of busy city,
And din of noisy street,
You stop for a moment to listen—
To nature's rhythmic beat.
That riot of glorious color—
That gleams at dark or dawn,
You stop for just a moment,
With greater strength pass on!

SCHRIEBER.

—O—

PLAY WHIST

Be sure and save Friday evening, April 25th, for our Progressive Whist Party. There are to be prizes and refreshments. As this is Carrie Kennedy's initial bow as Chairman of Activities Committee, we should all co-operate heartily and help her make this a successful affair. Secure a table for your friends without delay.

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Among Ourselves

Alice Burnell has bobbed her hair. Standardized herself is the way she expresses it.

Dr. M. Maude Carter's father is ill. He is 89 years young and has been very well and active.

Dr. Margaret Wythe is contemplating an eastern trip. Joy be with you, good Doctor.

Miss Wilkin hasn't that typewriter yet—who was it hinted she had one to spare? Speak a little louder, please.

Next effort of club activities committee will be a progressive whist party on Friday, April 25th. Admission 50c. Tell your friends. Tickets to be had at club room.

We are glad to report that Mrs. Emma S. Shertzer, who was operated upon at St. Luke's hospital last Wednesday, is making a good recovery.

Carrie P. Kennedy, chairman of club activities committee, has placed a suggestion box in the club room inviting an expression of your pleasure for kinds of entertainments for revenue.

Have you been received by Ann Ryan and her aggregation at the head of the stairs on Club day? If not, you are missing on three cylinders—the lunch, the program, and Ann.

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Summer will soon be with us. How about a rowing club in our club? Any member interested in this particular form of exercise and pleasure, please leave their name with Miss Wilkin.

Miss Elva McGraw is buying a home—she is so worried and anxious and particular about it that the real estate dealers are not sure but it is a Sanatorium she should be looking for. Leap Year and a new home! Is this a connection or a coincidence?

A number of luncheons have been arranged to be held by outsiders at the clubroom in the near future. If you belong to a luncheon group or committee, suggest that they have their meetings at our club rooms.

Very nearly time for another club roster, ladies.

Have you sent in your club dues? Have you a new business or new business address? Telephone changed? Leave all this timely information at the desk—the HERALD will soon call for it.

The Music Committee began functioning last Thursday with Mrs. Le Page presenting Mrs. Earl Williams, a delightful soprano, who sang a French song and an English group.

Mrs. Le Page herself was at the piano—both artists were much appreciated.

Peg Kirsten is a new addition to the HERALD staff. Peg is versatile as we all know—is busy with the Missouri State Life Insurance Company located in the Syndicate Bldg., teaches dancing to a class of kiddies in the club rooms on Saturday afternoon and has offered to do her part on the HERALD. Miss Kirsten will help with the books and handle the advertising.

Mrs. William Nat Friend gave an illuminating talk on "Immigration" before the members and guests of the club at the regular luncheon on Thursday. She convinced her hearers that there were so many shades of thought and feeling expressed thru the races that make up our racial structure that the problem of immigration is worthy of our most profound thought.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, April 14, 1924

Number Forty-Six

Never falter when you're right; Put on steam, hoist your sail;
Folks who never start anything are sure to never fail.

LUNCHEON

Thursday, April 17, 1924, 12:15 p. m.

PROGRAM

DORA B. COOLEY,

BAY BRIDGES;

Dissertation on the various proposed methods of transporting your auto
and yourself across the Bay.

ESTHER W. SCHNEIDER, in

CAMPFIRE FLASHES;

They will be vivid, for they will reflect GIRLS as seen at the recent
National Convention for Campfire Girls.

BIRD M. WILSON,

CHILD LABOR;

The law as it should be and is not. It will be vital. A program close to
the heart of every woman—GIRLS and CHILDREN.

Each speaker is to have fifteen minutes in which she will put across a message
you will not wish to miss, therefore be on hand promptly—the gavel will fall
exactly at 12:15.

Musical program.

The plate 60c.

A good time to invite a prospective member.

Vacation

"All the World's a book and
she who has not traveled has
read but a single page."

Let us turn the pages for you.

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should you think of

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Clay at Fourteenth Street
Phone Lakeside 6700

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Business and Professional Women's Club

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Club meets every Thursday, 12:15 p. m. in
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Tel. Oak. 1470.

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ANN T. RYAN.....Reception
BESSIE WOOD GUSTASON.....Program
DORA B. COOLEY.....Publicity
ZANNETTE W. POTTER.....Music
EDNA SPENCER.....Decorations

THAT SPRING FEELING.

Without any aid whatever from the computations of almanack makers, a kind of restlessness known as *spring-fever* arrives each year with the regularity of the established seasons. The exact time of its arrival could, perhaps, hardly be calculated, because it varies with each individual; but the symptoms of it are always the same. These, with the foreign-travel circulars that come to wreck what is left of an orderly and stable philosophy, make summer seem an unendurable time away. Continued effort at whatever we are doing becomes perfectly fruitless. In short, the effects of a too strenuous winter begin to show themselves generally. As a cure for this indisposition we would like to suggest a short vacation at home. In all except quite perfect households there are sure to be some unanswered letters, some new books that have hardly been glanced at, some new furnishings that have barely been noticed or enjoyed, and at least a dozen small tasks that have been put off from day to day; perhaps a diary that needs bringing up to date, or an essay that's all but finished off, or a tune that is teasing to be put on paper, or a bit of carpentry that needs to be fashioned. Unless these things be cleared up occasionally, they clog the mind. A week of organized attention to them will be found to refresh the spirit, to provide a new basis for work and, incidentally, to make possible a safe passing through the crisis of an otherwise debilitating illness.

Thursday Last

Every one enjoyed Mrs. Cameron's talk at last Thursday's dinner—those who were there did—no one can escape the thrill and satisfaction that comes from meeting a woman whose life has been so replete with work for humanity.

That was a pleasing innovation, too, when the Music Committee scheduled a delightful dancing stunt in place of a regular music program. Miss Alice Zwilling's dancing brought eight of her best young dancers, who performed varied numbers to the delight of all. Thank you, Miss Zwilling.

—O—

See we need a couple of permanent ADS for the first page of the Herald—who will take it for a month? Or, better still, for three months?

NEW MEMBERS.

The following applications for membership have been approved by the Membership Committee:

Mary B. Goodrich, Hazel M. Stellman, Jennette M. Hammond, Edith Kemp, Mme. Louise Kurtz, Geane M. Hanson, Willie May Bridge.

Juniors—Bernice M. Smith, Clarice, E. Melvin.

This is **BOOK WEEK**—don't forget the seamen. Bring along any and all books you may have—you will never miss them and you will be doing a good turn.

There is a place for everything in a
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AMONG OURSELVES

Don't forget the card party Friday evening, April 27th.

—o—

The Copper Shop has very generously donated one of the prizes for the Progressive Whist Party Friday evening, April 25th.

—o—

The Club extends our deepest sympathy to Dr. Carter in the loss of her father.

—o—

A unique collection was taken up at our last dinner; the box was passed, not for solid specie, but for snappy suggestions. We hope friend Carrie received a goodly supply.

—o—

The Thursday evening dinners provide a very pleasant way for entertaining our friends.

No dinner to get or serve leaves ample, care-free time to devote to our guest, beside the good program the club always presents.

About twelve guests enjoyed this privilege last Thursday. As the children say, "Do it some more."

—o—

We were glad to welcome a number of our teacher members on Thursday evenings but where or when were the balance of them? We have two dinners a month for the benefit of those who cannot come at noon, so we expect them to attend.

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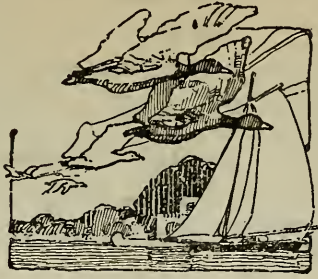
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QUACK! QUACK!

Well, well, the club has adopted the Herald slogan? Thanks, we find the Herald does amount to something after all! The DUCK cut which you see above was made nearly a year ago but has never come into permanent use—now there will be a story as often as "Quack! Quack" finds time to contribute. Look for first chapter in the next issue of the Herald.

—o—

Quack! Quack! Quack! Mrs. Whittaker presented our president with a duck as he wears a vest and crovat he does not seem to have come from our lake.

At any rate he is all puffed up to belong to the B. & P. W.

—o—

Well, of all things. Who should go and get on the invalid list but Eva Stromberg. We missed you, Eva, Thursday evening and are most sorry to know the reason why. Be good and mind your mother and the doctor and you will soon be back again.

—o—

Yes, Bessie Wood Gustason has bobbed her hair. She left yesterday for Imperial Valley. The ferret on the HERALD has learned that she is to appear in a movie called "The Advanced Woman." Is she or is she not?"

Maude Mitchell has also joined the bobbed hair recruits.

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Ticklish

"Laff every time you pheel tickled,
and laff once in a while enyhow."

A skeleton is a man with his in-
sides out and his outsides off.

Quoth the driver, "A pedestrian
is an individual always found in
front of automobiles."

Don't expect to enjoy the cream
of life if you keep your milk of
human kindness all bottled up.

Don't mistake activity for prog-
ress. If Paul Revere had ridden a
rocking horse he would not yet have
arrived.

"Speaking of small babies, my
father weighed only three pounds at
birth!"

"And did he live?"

How is this for "pidgen" English
from a Jap taxi driver in Hilo?:

"10 comes and 10 goes at 50c a
went, \$5."

This is a hat that was absolutely
made for you.

No, I want a hat that makes me
feel I was absolutely made for it.

STUDENT: "And poor Harry was
killed by a revolving crane."

ENGLISHWOMAN: "My word!
What fierce birds you have in
America."

She: I wonder if you remember
me? Years ago you asked me to
marry you."

The absent-minded professor:
"Ah, yes, and did you?"

"What is Romance? inquired
William, looking up from his history.

Mother: "Romance, my dear,"
with a sidelong glance at father, "is
a man's way of explaining things."

Statistically Inclined Tourist—
What is the death rate here?

Native—Same as it is everywhere
else; one death for every inhabitant.

IT IS EASIER

To be honest than to escape the
law.

To be thoughtful than to make
apologies.

To tell the truth than to outrage
your own conscience.

To be upright than to endure
public scorn.

To serve God than to pay the
wages of sin.

To forgive than to carry hatred in
one's heart.

He had gone with his girl to the
minister's house to be married. After
the ceremony he took the minister
aside and said: "I am awfully sorry
that I have no money to pay you a
fee, sir. But I'll do even better by
you if you'll take me down cellar.
I'll show you how to fix your gas
meter so it won't register."

LESS OF ME

Let me be a little kinder
Let me be a little blinder
To the faults of those around me,
Let me praise a little more;
Let me be when I am weary
Just a little bit more cheery—
Let me serve a little better
Those that I am striving for.

Let me be a little braver
When temptation bids me waver.
Let me strive a little harder
To be all that I should be;
Let me be a little meeker
With the brother who is weaker.
Let me think more of my neighbor,
And a little less of me.

—ELDER.

LOVE IN A GARDEN

Do you carrot all for me?
My heart beets for you,
With your cherry lips,
And peach complexion,
Radish hair and turnip nose,
My love is as soft as a squash,
And as strong as an onion;
If we cantaloupe, lettuce marry;
We'll make a good pear.

* * *

The rain it poured,
The sea it roared,
The sky was draped in black,
The old ship rolled,
She pitched and bowled,
And lost her charted track!
"Oh dear, oh dear!
Sir, will it clear?"
Loud wailed a dame on deck.
As they heaved the lead
The skipper said,
"It allus has, by heck!"

If at the end of a long tired day
you are too tired to say,—"Every
day in every way, I'm getting better
and better"—take time at least to
say,—"Oh! H—— I'm well."

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, April 21, 1924

Number Forty-Seven

No eye to watch and no tongue to wound us,
All earth forgot, and all heaven around us. —Moore.

DINNER

Thursday, April 24, 1924, 6:15 p. m.

“INDIPENDENT WIMIN”

LEADER

DR. SUSAN J. FENTON

Beloved pioneer in the splendid women have made in the pro-
fession. The good doctor will tell of early-day struggles—and
there will be others who will contribute to the program. Surprises
and everything.

The plate 75c

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This Interesting World.

When we thoroughly understand why and how
our sun radiates heat perhaps we shall be well on
the way to discovering how we may store up that
heat for use at night and in the winter. When we
thoroughly understand the constitution of the atom
perhaps we shall have at command the greatest
source of power ever dreamed of.

When our diplomats and statesmen discover how
to prevent war, when the medical profession shall
have abolished the principal sources of disease there
will doubtless arise the problem of preventing the
over population of the world.

And so on through an endless list of subjects
now surrounding us. There remains the discovering
of it and the placing of mankind in harmony with it.
This inspiring duty, to which the universities and
other institutions of learning are concentrated, is in
precise accord with the great apostle's injunction,
"Prove all things; hold fast that which is good." The
golden age of the human race lies ahead.—*President*
W. W. Campbell of the University of California.

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It Pays to Advertise!

Dear Editor Herald:—

Hooray! for Carrie. And Hooray for the Herald! I take great pleasure in informing you that the notice you so kindly printed in the columns of your valuable publication has brought results.

Our dandy club member, Carrie P. Kennedy, has presented the club with a type-writer, because Carrie reads the Herald from cover to cover. I thank you. Likewise, thanks to Carrie.

M. B. WILKIN.

MRS. L. E. RITCHIE

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SPRING IS HERE!

So are the latest outfits and
bonnets

Zehren's

5708 San Pablo Ave.

Mrs. Katherine Zehrens, Prop.

IT PAYS—

Just look at our new advertisements this week! Don't think of planning your vacation without consulting Mrs. Tyler who will occupy a fine place on the editorial page for the next month; after that hike or that crack in your back visit Dr. Whittaker, a prospective club member, who has chosen the first page to tell you about her work; and if you have not regaled yourself at NANCY LEE, that spiffy new shop of Morgan and Engs on Broadway, do so at once; Mrs. Zehren, club milliner, solicits your patronage in a neat ad—find it; then the COOPER LIBRARY, so close to the club rooms, and presided over by Miss Langford, a new member, asks you to stop for that very book you have been wanting so long; from enterprising East Oakland comes Mrs. Cora Hughes who wishes to know us and be better known herself—read her ad, it will interest you.

It so cheers the HERALD's heart—yes, the HERALD has a heart—to have old subscribers return to us,—witness, Alice Bashford Blote, fountain-pen expert, back in our columns again! This dear, enthusiastic girl never tires of "telling the world" that it pays to advertise in the HERALD. She knows, she did it and got results. Likewise Fanny Ward Miller has taken front-page space to proclaim a vital message again to us. And so it goes, last week Mrs. Bloedel-Frye, one of our pioneer advertisers, joined the ranks with a message of how to be beautiful though seated behind an office desk.

Listen, none of these ads just walked into the HERALD office, either. They were "gone after" by your hard-working HERALD staff. There's Sarah and Florence and Peg and Zannette you have to thank for them. Are you doing it? At least we **THANK YOU!**

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Scientific Face and Scalp
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Among Ourselves

Remember the Card Party Friday evening. Bring your friends.

Glad to note that L. Nora Harnden is rejoining the club.

How did you like the new arrangement of the tables at the Thursday luncheon?

Watch for Miss Barmby's contribution on Books which will run serially in the HERALD beginning next week.

The P. E. O. Society—a secret organization composed mostly of college women—lunched in our club-rooms Tuesday.

Sue Chalmers and Betty Clow are sojourning in Carmel this week getting atmosphere for their next scenario, we presume.

FOUND—A nurse's apron, left in the club rooms. Will our nurses sit up and take notice—present your claim and get your apron?

The seniors are invited to the Installation Dinner given by the Juniors Tuesday evening, April 22. Be there and learn how to do things in proper shape.

Harriet Bakewell is giving up her place on the HERALD staff, promising however, a continued interest and support of the little club paper in the future.

Citizenship Chairmen of the Women's Clubs of the East Bay Cities had Mrs. Maynard Force Thayer of Los Angeles, State Chairman of American Citizenship and Mrs. Aaron Sloss, State Chairman of Legislation as luncheon guests Wednesday in our club rooms, where they had invited local club women to meet with these prominent women. Some fifty of the club women of Oakland and vicinity active in the citizenship work were present.

Yes, Mrs. Esther Wood Schneider made a fine talk last Thursday about the Camp Fire Girls over which she presides in our city so splendidly. Here is a case of a woman being exactly suited to the job she holds. Mrs. Schneider loves girls, understands their problems—the rest is easy.

Thru the screen the other day we heard Mrs. Aaron Schloss say: "Five per cent of the people *think*; five per cent more *think they think*; while the remaining ninety per cent would rather lie down and die than think they had to *think*. How about it? To which class are you really entitled to belong?

Pretty noisy Thursday during the speeches, why? Because so many more came than had rung up reservations that extra tables had to be set up and extra dishes had to be rattled into place. Too bad! Too bad! And the telephone is at our elbow all day long, and the club room number is Oakland 1470. Why not think?

Cooper's LIBRARY

1422 San Pablo Ave.

(Tribune Branch Office)

*A good novel will help you relax
after the day's work.*

Vote "Yes"

Did you hear Dr. R. G. Brodrick's appeal at Thursday's luncheon for the completion of the Highland Hospital? Did you know that there is no provision for caring for the children, that there are but seven maternity beds, that the mental cases must be taken to jail, and that contagious cases must go to a pest house? The doctor urged all to vote "Yes" at Tuesday's election on this bond issue, and our club, on motion, went on record to do everything possible, collectively and individually, to further this vital project.

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Treatments

Open Evenings - Mrs. CORA HUGHES

Phone: Fruitvale 8 Proprietor

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB



OAKLAND

CALIFORNIA

Volume One

Oakland, California, April 28, 1924

Number Forty-eight

Of the whole sum of human life, no small part is that which consists of a man's relations to his country, and his feelings concerning it.—Gladstone.

LUNCHEON

Thursday, May 1, 1924, 12:15 sharp

Elizabeth Gray Potter

Librarian of Mills College, Author and Writer.

Mrs. Potter will give us a glimpse of the American Library of Paris—an institution which she herself helped to establish during the war period. Incidentally the speaker will relate her observations of French social customs, their business methods, and will tell of the literary people who came to the library during her stay abroad.

There will be a MAY DAY program enacted during the luncheon period with stunts, music, etc.

The plate 60 cents. Be sure to phone reservations.

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Assistance in Preparing and Delivering Addresses
Grace Culture Social Etiquette
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Towel Company**

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Official Publication of the
BUSINESS and PROFESSIONAL
WOMEN'S CLUBS, Inc.
of Oakland, California

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Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

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of the Business and Professional
Women's Club

The Business and Professional
Women's Club meets every Thursday,
12:15 p. m. in their Club Rooms, at
1741 Broadway, Oakland. Telephone
Oakland 1470.

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Postoffice Department for entry as
second-class matter.

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MAY 6, 1924?

WHAT are you going to do on the above date? Go to the polls and register your desires and convictions, or shirk your responsibility as an American citizen?

History tells us that after every war there has been a tremendous letting down of our ideals, a lowering of the morale of our citizenship; this condition can and should be changed, and the power to do this lies in the hands of the women citizens.

It took many years of hard, weary work to win equal suffrage, and we can best show our appreciation of this privilege by casting a thoughtful, intelligent ballot at every election, remembering that "an unrestricted, ignorant, despised or vicious ballot must be overcome by ballots consecrated to law and virtue. Every condition hostile to our institutions must be thwarted, overcome, or we perish. The great social movements of the day must be understood and the best enthroned. We are making a new era, and a degree of patriotism is necessary now, no less enthusiastic, no less intelligent, than that demanded in times of war."

We will surely do our duty on May 6th.

The Thorpe Tours Co.

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4212 Piedmont Avenue

Mrs. H. D. Havlin

Telephone Piedmont 523

WELCOME, DOUBLY WEL-
COME!

How lovely to have a wonderful new bookstore move right next door to our club rooms. That's service for you. Of course we shall be neighborly and say "How do you do?" very often. The uptown branch of Smith Bros., the twin stationers, is an ornament and valuable accession to this section of Broadway.

Yes, we were glad to be polite and call properly on their opening day, Wednesday, left our cards 'n' everything, and The Herald staff even left a basket of flowers. Now isn't that the proper way to treat our good advertisers?

Not lightly fall,
Beyond recall,
The written scrolls a breath can float,
The crowning fact,
The kingliest act
Of freedom, is the freeman's vote.

There are many "short cuts to power," but power does not necessarily spell out "success."

Mrs. L. E. Ritchie

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Mrs. Katherine Zehrens, Prop.

A BOOK FOR BUSINESS WO-
MEN

Those of the Herald readers who have not read Edith Johnson's "To Women of the Business World" will find it well worth reading.

"Today there are more than nine million of women in industry. Miss Johnson, whose business experience has extended over a number of years in various enterprises, knows the needs, the ambitions, the limitations and the capabilities of these women. Few days pass that one or more do not come to her or write asking for advice on how to start in business, how to become more efficient, etc. As the result she has prepared this book which is a series of intimate straight-from the heart talks to business women. It touches upon their manifold problems from the moment they enter the business arena until they achieve success in their chosen careers."

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relax after the day's work

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do you do"

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Nancy Lee

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at the Fountain

1525 Broadway

Pastry for Sale
Uncommon Candies

TULIP TIME

"When you were a tulip, a sweet
yellow tulip—"

Thousands of passersby stop their race with business for a few minutes to gaze at the colorful tulip beds, where Holland's prize bulbs now are giving to our City Plaza a riot of color and fragrance scarcely equalled in the little park's history.

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632 13th Street - Oakland
Telephone Oakland 5746

Among Ourselves

Wasn't the "Bobbed Hair Trio" a
scream at the Thursday dinner?

Ada Angell recently returned from
a trip to the southern part of the state.

Mary Barnby is off for a week to
attend the California Library Association
Convention.

Advertising space in the Herald
is only \$1.00 per inch. Why not try
us for a month?

They say the Board of Directors
of the Holding Company held an inter-
esting meeting th' other evening.

Alice Brookman left Wednesday
to attend the National Convention of
the Y. W. C. A. in New York City.

The card party Friday evening was
a splendid success, due to the efforts
of Carrie Kennedy and her commit-
tee.

Josephine McClenegan, Mae Wil-
kin, Dora Cooley and M. B. Guber
leave soon for a motor trip to Los
Angeles.

How lovely of Mrs. Decker to
come and sing for us so graciously and
charmingly last Thursday. And thanks,
too, to Mrs. Fake, for her capable
accompanying.

May all the joys of a well-earned
vacation attend Mrs. Jessen on her
trip to Portland during the month of
May. And come back with a mes-
sage for all of us, Addie.

Mrs. Shertzer is reported as im-
proving slowly but surely. Mrs.
Borland has been a frequent visitor
to her bedside and many other club
friends have likewise cheered the con-
valescent.

The sympathy of our club is ex-
tended to Mrs. William Nat Friend,
who so recently was our guest speak-

er, in the loss of her beloved brother,
Ray Coyle. Mr. Coyle was a prom-
ising and talented color artist.

Please notice the contribution in this
week's Herald from Mary Barnby, our
good vice-president and county libra-
rian on *Books*. Every once in a while
we will hear from Mary about some
book that we should read. This week
it is "To Women of the Business
World."

A Building Committee consisting of
Dr. Shields, Bird Wilson, Bessie Gus-
tason, Sue Chalmers and Ellen Dock-
ery, of the Holding Company are ap-
pointed to perfect plans, specifications,
budget, etc., of our new clubhouse to
be erected on Webster street. This
committee is to report to the Board of
Directors and they in turn will settle
on a plan to be recommended by them
to the stockholders at the earliest pos-
sible date.

"Independent Wimin's" night was
fittingly observed at last Thursday's
club dinner.

Dr. Susan J. Fenton was the per-
sonification of the victorious spirit
of the ambitious American woman
with a purpose in life and a desire to
serve. In a vivid and eloquent man-
ner Mrs. Frank Law answered the
question, "Has woman suffrage been
a failure?" "Woman has wielded the
ballot in so effective a manner that
her influence has served to human-
ize and equalize government," was
the answer, and that tells the story in
a nutshell.

The Junior installation of officers
was a success with Mrs. Gustason as
installing officer and Mrs. Chalmers
as mistress of ceremonies. Miss Dora
Hann was elected president for the
ensuing year: Miss Laurie Thorn,
vice-president; Miss Nell Stevenson,
secretary; Miss Harriet Bakewell,
treasurer. Even "Guy" came in for
honors and received a full dinner pail.
The evening wound up with dancing.

JOBS FOR WOMEN INCREAS- ING

"Jobs," declares Miss M. Thomas
of the women's employment bureau of
the Oakland Y. W. C. A., "are just
about half again as numerous in April
as they were in March. New indus-
tries seem to be opening up in the
east bay just as fast as they can find
workers."

In February, 1923, there were 690
office interviews. In February, 1924,
there were 900. Positions for the
well-trained worker are always more
numerous than the people to fill them,
says Miss Thomas.

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Mrs. Cora Hughes, Prop.

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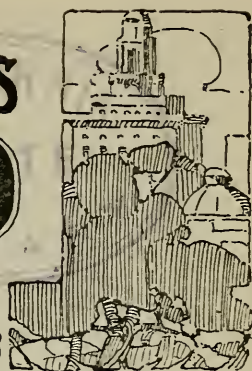
19 Grand Avenue Oakland
Telephone Oakland 6811

Our daily luncheons are becoming
so popular that the House Manager
informs that attendance increased
over one hundred during the month
of March and over one hundred fifty
for the weekly affairs. Keep it up,
ladies, Mrs. Nattinger deserved an un-
limited patronage of her offerings.

"Deliver us from the bondage of
fear, the thralldom of superstition and
the cowardice of inaction."



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, May 5, 1924

Number Forty-nine

There is none, in all this cold and hollow world, no fount of deep, strong, deathless love, save that within a mother's heart.—Mrs. Hemans.

DINNER

Thursday, May 8, 1924, 6:15 P. M.

Speaker

Mrs. Isabelle H. Stewart

will deal with the fascinating subject of

Story Telling

Music—Folk songs will be rendered appropriate to the program.

The Plate 75 Cents

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Fanny Ward Miller School of Expression

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Mother's Day

May 11, 1924

THE BRAVEST BATTLE

The bravest battle that ever was fought,
Shall I tell you where and when?
On the maps of the world you will find it not;
It was fought by the mothers of men.

Nay, not with cannon or battle shot,
With sword or nobler pen;
Nay, not with eloquent word or thought
From the mouths of wonderful men.

But deep in a walled-up woman's heart—
Of woman who would not yield,
But patiently, silently bore her part—
Lo! there in that battlefield.

No marshaling troops, no bivouac song;
No banner to gleam and wave;
And, I these battles, they last so long—
From the babyhood to the grave!

Yet, youthful still as a bride of stars,
She fights in her walled-up town—
Fights on and on in the endless wars,
Then silent, unseen, goes down.

—Joaquin Miller.

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MRS. L. A. TYLER, *President and Manager.*

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Have you ever stopped to consider the signal code of the average motor car driver? It is very simple and not in any sense difficult to acquire. It follows:

To indicate a right turn—stick out your hand.

To indicate a left turn—stick out your hand.

To indicate that you are about to stop—stick out your hand.

To indicate that you are about to back—stick out your hand.

To emphasize your conversation with your fellow-passenger—stick out your hand.

To flick the ashes off your cigar—stick out your hand.

This is a generally accepted code. Under the circumstances it is remarkable that accidents are not more frequent, although the present toll in human life and limb is appalling and steadily growing.—*Ex.*

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Business Women

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\$9.00 to \$15.00 per week

Rent includes care of children, washing, gas, elec., housework, phone, garbage.

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SPRING IS HERE!

So are the latest Outfits and Bonnets

ZEHREN'S

5708 San Pablo Ave.

Mrs. Katherine Zehrens, Prop.

AND STILL THEY COME

Recent applications for membership into the club approved by the membership committee:

Mrs. Dixie L. Bryant,
Secretary H. L. Coggins.

Alice G. Kirkland,
Coast Tire and Rubber Co.

Annie E. Logan,
Investigator.

Hazel Steen,
Public Stenographer.

Mrs. Lulu A. Tyler,
The Thorpe Tours Co.

A STENOGRAPHER- MOTHER'S PHILOSOPHY

All day I take their silly talk, and make it into little signs,
And then I take the little signs and change them back to silly talk,
And for this silly, silly task—and God knows why they want it done—
They pay me gold, dear precious gold, with which I buy you bread and milk.

And then you eat the bread and milk and make it into rosy cheeks,
And then I take the rosy cheeks—and plant a kiss on this, on that,
And then you laugh and snuggle close—and heaven is very near to us;

And that is why God lets men make their silly, silly endless talk.

Hear Catherine Petersen again with the Plymouth Church choir on Friday evening, May 23. Notice a good ad about it.

Copper's LIBRARY

1422 SAN PABLO AVE.

Have you read:

Told by an Idiot

Rose Macaulay

The Wrath to Come

Oppenheim

PLEASE

—be neighborly
and run in to say "How do you do"

Next door to the
Club Rooms

THE TWINS

Stationers

Up-Town Branch Store

BUY STOCK

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Women Fountain Pen Expert

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NANCY LEE

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at the Fountain
1525 Broadway

Pastry for Sale

Uncommon Candies

Palmer Multigraphing Shope

416 DALZIEL BUILDING

*Multigraphing Addressing
Advertising Specialties*

Phone Oakland 8406

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The Copper Shop

632 14th St.

will move to their new location
Franklin at 19th Street
About May 7th

Carpet Work in All Its Branches
Rug Weaving

A. B. C. CARPET CLEANERS

(Hamilton Beach Method)

Jos. F. O'REILLY, Prop.

632 13th St. Oak. 5746

Among Ourselves

Mrs. Borland is presiding at the desk these days—and she seems to know how alright. No one gets past the cash register.

That was a fine bunch of girls Ann Ryan had up for dinner last Thursday night. There were oodles of them—and they had a good time.

Iris lovers, don't fail to see the *Spencer Iris-Dahlia Gardens*, 1324 Weber Street, Alameda, this week, and pick out your iris for May planting.

The trio of girls who went south in Miss McClenegan's machine are having a good time so they write. Miss Wilkin says she thinks they will come back friends, strange isn't it? Perhaps it will be due entirely to Mrs. Guber's sweet disposition.

Dr. Margaret Wythe leaves soon for an extended trip throughout the East. We hope, Dr. Margaret, you will visit clubs when convenient, keep your eyes open and return to us with a fund of ideas. A pleasant trip to you.

Again we say unto you, please phone in your reservations for luncheons and dinners, too much commotion to get down tables and chairs to accommodate those who have failed to ask to have their "names put in the pot". This means YOU. We want you to come but we want to know that you are coming so that we may provide for you properly.

Visualize, if you will, a

handsome club-house on a sound financial basis, with stores, attractive entrance, auditorium with dressing rooms, stage and kitchen on the first floor, with offices in front, and club quarters consisting of large lounge, daily lunch room, kitchen and club office on the second floor. Plans for all of these are being perfected and will soon be placed before the stockholders for action. Every member of this club should be a stockholder. Are you one? If not, subscribe for at least one share of stock (\$10.00) today. This is a big undertaking and we must all co-operate and as Roosevelt put it "Pull your own weight".

WE WENT MAYING

May Day, maypole, music 'n everything suggestive of life on Thursday last.

The American Library at Paris, another medium to bring peace to the nations of Europe, was a message of cheer from Mrs. Elizabeth Gray Potter, the charming librarian of Mills College.

"May Day in France is dedicated to Joan of Arc and everyone wears a Lily of the Valley", our "Dahlia Queen", Mrs. Spencer tells us.

How we did appreciate those exquisite songs by the gifted Mrs. Catherine M. Petersen and her talented accompanist, Mrs. Nadine Shepard. Zannette Potter knows how.

Publicity Committee.



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Plymouth Church Choir
Plymouth Center

Friday Eve., May 23

Catherine Petersen, Dorothy
Beuchner, Melvin Yetter;
Lowell Redfield, Director
Admission 50c.



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume One

Oakland, California, May 12, 1924

Number Fifty

My friend is that one whom I can associate with my choicest thought.

PROGRAM LUNCHEON

Thursday, May 15, 1924, 12:15 P. M.

"Eeny, meeny, miny mo, see the presidents in a row"

Posing on dignity on the Pedestal of Past Glories.

For Thursday will be

"Hi Brow Day"

The Dignitaries of the Club will all pass in review under the spotlight. In honor of the occasion the Great High President of the Club has *Decreed*:—That the Multitude shall attend and lend the radiance of their presence to the occasion, for an unconfirmed rumor has it that a deep dark, plot is on foot to do dire things, hence the need for all the illumination obtainable.

The Plate 60 Cents

Be one of the Multitude.

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Towel Company

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BUSINESS WOMEN'S HERALD

Official Publication of the
BUSINESS and PROFESSIONAL
WOMEN'S CLUBS, Inc.

of Oakland, California

Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street

Phone Lakeside 6700

Issued every Monday in the interests
of the Business and Professional
Women's Club

The Business and Professional
Women's Club meets every Thursday,
12:15 p. m. in their Club Rooms, at
1741 Broadway, Oakland. Telephone
Oakland 1470.

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EDITH BAKWELL - *Cor. Secretary*
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Beatitudes for Business Women

BLESSED are the efficient—for they shall al-
ways have jobs.

Blessed are the loyal—for theirs is the heritage
of the boss' confidence and their own self-respect.

Blessed are they who expect no concessions
for their sex's sake—for they shall not be dis-
appointed.

Blessed are they who seek not to substitute
personality for performance—for they shall not
be called down.

Blessed are they of the still tongue—for their
days upon jobs shall be long and their raises many.

Blessed are they who avoideth the alibi habit—
for they shall be given value above rubies.

Blessed are they that vamp not—for the profits
of the Primrose Path are vanity, and its ultimate
guidepost is "This way out."

And thrice blessed are they who leave naught to
the stars, but make life a personal job—for they
shall never be sore nor sorry for themselves and
their average of success shall be high.

—Exchange.

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MRS. LULU-THORPE TYLER, *President and Manager.*

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Mrs. Katherine Zehrens, Prop.

THE CALL OF THE TRAIL

The open road is calling,
Its voice is a pleading song,
From dawn till night is falling,
I hear it all day long.
The challenge of snow-capped moun-
tains—

Could any one resist?

The sunset-tinted desert
Or valley draped in mist.
The little creatures of the hill,
My friends of yesterday—
They call me out against my will,
I cannot stay away.

The trail winds down through the
stately pines

And past a waterfall,
I leave my troubles all behind,

When I answer the long trail's call,
I feast my soul the whole day through

On the magic, changing scene,
And camp at dusk by tumbling brook

Whose banks are fresh and green,
The brook and the night birds chant

their song,
The stars are all my friends,

The dark trees whisper that I belong,
To the trail that never ends.

—Selected.

“Are there any marks on the
baby?” asked the anxious father
of Dr. Swauger.

The doctor looked the new
arrival over carefully and re-
plied, “Yes, he’s marked C. O.
D.”

Advertise in THE HERALD.

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1422 SAN PABLO AVE.

The Best Fiction Rented

Read

“Heirs Apparent”
By Philip Gibbs

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TICKLISH

Judging by his spelling Chaucer must have dictated to a stenographer.

Kicking won't get you anywhere—that is, unless you happen to be a chorus girl.

Uncle Sam isn't sure whether the Europeans want him to come over or come across.

Bad business—this putting speeders in jail. They lose so much time they must make up when they get out.

Whipping posts for offending motorists are advocated by a western district attorney. Why not sentence 'em to thirty days as pedestrians?

Well, it may be that gas will decide all future wars, but certainly it will play its usual part in starting them.

"Faith, Mrs. O'Hara.
How d'ye till thim twins apart?
"Aw 'tis aisy—I sticks me finger in Dinis's mouth, and' if he bites I know it's Moike."

"Why are you lugging home that expensive box of candy?" asked Tom King of Fred Newton the other day. "Just playing safe," said Fred. My wife kissed me this morning, so I think it must be her birthday or our wedding anniversary."

"There are just two things that break up most of the happy homes nowadays."

"What are they?"
"Woman's love, for dry goods and man's love for wet goods."

The Herald's Anniversary Number, which will be a roster edition, too, comes out in another month. Already our best advertisers are reserving space. Have you you done so yet?



Abdominal Supports for every Requirement : Elastic Hip Reducers knitted to order.

DICKSON BULL COMPANY

Manufacturers and Fitters

Artificial Limbs, Arch Supports, Trusses
Elastic Hosiery, Belts, etc.

2212 Telegraph Avenue Oakland, Calif.

LAST MEETING

To be able to tell stories with such delightful simplicity as did Mrs. Isabelle Stewart on Thursday last is indeed a gift of the gods. Mrs. Aimee Hutchinson's musical rendition of Chinese Mother Goose Rhymes was an additional novel and entertaining feature of the program. Those present approved of a resolution recommending that a letter be sent to Congressman MacLafferty together with ten dollars to support an amendment to the Constitution to regulate child labor. No birthdays on Thursday, so President Chalmers presented the cake to Hermonie Kruger, who made us happy by returning to Oakland.

Pub. Committee.

JUNIORS PLAY WHIST

And now comes the Juniors with an announcement. A whist party on Tuesday evening, May 20th, to which the Club members are invited. Join with the girls and meet their friends in an evening of enjoyment.

Carrie P. Kennedy, Chairman of the Club Activities Committee announces that on Tuesday evening, May 27th there will be a Bridge and Mah Jongg party. This is in response to the urgent request of the many who enjoyed the last club party. Invite your friends, there will be entertainment for all.

Advertise in THE HERALD.

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OAKLAND

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Volume One

Oakland, California, May 19, 1924

Number Fifty-One

"Deliver us from the bondage of fear, the thralldom of superstition and the cowardice of inaction."

DINNER

Thursday, May 22, 1924, 6:15 P. M.

Illustrated Address on

Glacier National Park

by

J. C. JAVET

Mr. Phillip C. Hall Will Sing Indian Songs

Phone reservations without fail. Take a minute to ring Oakland 1470 and let us know

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What Means This to You?

WHAT does our club mean to you? Why do you support it?

Does it not offer each one of us an opportunity for keeping in touch with worthwhile things?

It makes possible a few moments of relaxation which gives us renewed energy for the work ahead.

Helps us solve our problems by making it possible to meet with those of kindred interests—certainly a worthwhile service.

And now a chance is open to us to conserve that service for our business women. We have the chance to make secure a thing that is of vital value to us personally. The security of our club now lies in the wonderful opportunity we have of housing ourselves in a building of our own and in which we will share the profits therefrom. In recognizing opportunity our club is being congratulated by the business community on financial foresight which prompted us in the selection of our building site and that our club will be the first to build its own home for the exclusive use of business women. Not only that, it will be the first of the service clubs in Oakland to have a building of its own—not even the Chamber of Commerce can make such a claim.

Here is where we make our city Oakland proud of our accomplishments—an added thrill in that!

If you are not a stockholder you may be interested in adding to your investment; otherwise, buy one share of clubhouse stock now at \$10.00 and be a stockholder; then in the next four or five months buy four more shares and have a real investment. You may not know the banks in appraising our property recently for the purpose of lending us money with which to build, placed the valuation of our lot at \$60,000. You may recall we paid only \$27,500 for it a only a year ago.

—Contributed by a Booster.

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463 14th St. Next to Morton's

WISDOMS

Beauty provoketh thieves sooner than gold.

What was hard to bear is sweet to remember.

A man's true wealth is the good that he does in this world.

No rock so hard but that a little wave may beat admission in a thousand years.

He cannot be strict in judging who does not wish others to be strict in judging him.

If exercise will prevent surplus flesh, why do so many women have double chins?

Bridge and Mah Jongg Tuesday evening, May 27th. If you can provide a cake or a prize let Carrie Kennedy know.

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GOOD BOOKS

An open shelf, well filled with inviting books, bespeaks a rich heart and a mind stored with beautiful things. Ready and waiting for all who wish their company, some instruct, some amuse, and some but tell us anew our thoughts and imaginings in another's tongue. Many are old, some badly worn, a few scarcely presentable; but all, all are true friends who slowly and silently mold our character and shape our lives.

90 YEARS MORE OR LESS

"Well since it's rules you want," says Chauncey Depew at 90, "let me give you four":

"1. Keep cheerful.

"2. Enjoy your work.

"3. Elevate to the nth degree the virtue of laughter—not forced laughter—genuine laughter.

"4. Enjoy your friends. By that I mean everybody—until you discover they're not your friends."

Jones had returned from the seashore with the same tired expression he wore when he started on his vacation.

"What's the matter, Bill?" asked a friend. "I thought you went away for a change and a rest."

"I did, but the waiters got all the change and the landlord got the rest."

Junior Whist Party Tuesday evening, May 20th.

Save Friday evening, June 13th, for theater party at the Fulton.

The world has no such flower in any land
And no such pearl in any gulf or sea,
As any babe on any mother's knee.

Advertise in THE HERALD.



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has moved and our new
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Realtor

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San Pablo Ave., Cor. 16th
Phone Oakland 1209

Among Ourselves

What about that Rowing Club? Florence Hill wants to know.

Will the person who borrowed Mrs. Spencer's Gypsy costume please return it?

Glad to see that our new member, Alice Popinean dragged Edna Jones in to lunch during the week.

Weren't the dignitaries imposing at Thursday's luncheon—and we are to have a "Past-Presidents' Day" each year.

It is with pleasure the announcement is made that Mrs. Emma Shertzer is home again and rapidly recovering.

If you are going to the entertainment and dance of the Realtors' Glee Club, May 26th, get your ticket at our club room.

The club extends loving sympathy to Mary Barmby in the death of her father. Ninety-three, alert and active to the end.

Did you See Gladys Rigg's splendid article. "Forge Ahead," in the last Independent Woman? Are we proud of her? We are.

Addie Jessen is evidently extracting a joyous time from her vacation trip to the Northwest. She writes of doing nothing but reading, resting, visiting and what not—with not a care nor a responsibility in the world. How luscious! How we envy you, Addie!

The Sleeping Beauty
Sweetly slept,
Her dainty mouth wide
Open kept.
The Fairy Prince, he
Took one peep,
Then coarsely muttered
"Let her sleep."

BRAVE

He is brave who day by day
Bears his burden down the way,
Gives his best to life, and asks
Only strength to meet his tasks,
And at night can hide his care
And the pain he has to bear.
He is brave who can come back
From the city's cruel whack
To his humble dwelling place
With a smile upon his face,
Hiding all he has to bear
From his loved ones waiting there.
He is brave, whoever he be,
Who can labor manfully,
And throughout the dreary grind
Still be cheerful, still be kind,
Never letting hatred spoil
All the profit of his toil.
He is brave who through the years
Never causes needless tears,
Never lets resentment show
By a cruel word or blow,
Never lets his loved ones guess
What he bears of bitterness.
He is brave who can forget
All the ills and wrongs that fret
In the presence of his own,
And can bear them all alone,
Never asking love to share
Any needless weight of care.

—Edgar A. Guest.

ALSO, THE POOR FISH!

Man is a beast—no doubt about it.
He roars like a lion, barks like a dog,
laughs like a hyena, drinks like a horse,
and, meeting a woman, acts like a donkey.

She—"Oh, I wish the Lord had made me a man!"

He (bashfully)—"He did. I'm the man."—*Punch Bowl*.

Teacher—"Johnny, what are the two genders?"

Johnny—"Masculine and feminine. The masculines are divided into temperate and intemperate and the feminine into frigid and torrid."—*American Legion Weekly*.

"I can't stay long," said the chairman of the committee from the colored church. "I just came to see if you wouldn't join de mission band."

"Fo' de lan' sake, honey," replied the old mammy, "doan' come to me. I can't even play a mouth organ."—*Lippincott's*.

INFORMATION WANTED

—The gang that drove to Los Angeles recently would be glad to know whom they are to thank for the box of sweetmeats they so much enjoyed and which was left at the Club room.

MISS SAYLOR'S Unusual Chocolates

Made in Alameda—
Sold Everywhere

Your Character Read

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Berkeley Playhouse

...in...

LILION

Friday evening
Saturday matinee and evening
May 23-24 Popular Prices

Some folks "compromise,"
others "temporize," and others
"vaporize."

A man's true wealth is the
good that he does in this world.



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Oakland, California, May 26, 1924.

Number Fifty-Two

"To live in hearts we leave behind is not to die."

LUNCHEON

Thursday, May 29, 1924, 12:15 P. M.

Speaker

Mrs. Grant D. Miller

Will read Lincoln's Gettysburg Address in honor of Memorial Day.

Music

Appropriate to the patriotic season

Clement C. Roland

Will sing (a) "Just For To-Day" - - Abbott
(b) "In A Garden" - - Cadman

Plate 60 Cents

Phone Reservations

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BUSINESS WOMEN'S HERALD

Official Publication of the
BUSINESS and PROFESSIONAL
WOMEN'S CLUBS, Inc.
of Oakland, California

Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests
of the Business and Professional
Women's Club

The Business and Professional
Women's Club meets every Thursday,
12:15 p. m. in their Club Rooms, at
1741 Broadway, Oakland. Telephone
Oakland 1470.

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Memorial Day

May 30th

"'Tis the Sabbath of the Nation,
'Tis the floral feast of May,
In remembrance of our heroes
We keep Memorial Day."

This beautiful tribute to the memory of the heroes of the Civil War was inaugurated in 1868; General John A. Logan was then Commander-in-Chief of the Grand Army of the Republic and General N. P. Chipman was his Adjutant-General. Several years before when General Chipman was abroad he saw a very pretty memorial service and the strewing of flowers on some soldiers' graves in a little German cemetery; he had never forgotten the simple, tender ceremony and the thought came to him, why not establish this custom for our own soldiers of the Civil War.

General Logan was delighted with the idea, which became a reality by the issuing of General Orders to every G. A. R. Post to observe May 30, with appropriate services and the strewing of flowers on the graves of their comrades.

For many years a big parade was one of the features and the veterans marched bravely at the head of the line, but during this half century the ranks have been thinning and the Grand Army of the Republic has become the Grand American Remnant.

This custom was so beautiful and appropriate that it has been adopted by practically every fraternal organization and many private families.

The last two wars have added many more to the silent ranks.

"We love them well, our nation's noble dead
Our fairest flowers we scatter where they lie,
Sweet peace to thee within thy narrow bed
Sleep on, dream on, thy fame shall never die."



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463 14th St. Next to Morton's

ANNOUNCEMENT

Zannette Potter announces that Louis Graveure, the celebrated baritone, whom Oakland music lovers greatly admire, has been secured as a substitute attraction for Jeanne Gordon and will sing in the Oakland Auditorium Theatre, Tuesday evening, June 3, as a closing attraction of the Artists Concerts Series.

It was found that Miss Gordon was more seriously hurt, in her recent automobile accident than was at first thought—she is now at a sanitarium in Colorado.

HOW ABOUT IT?

Shall your name be in the Roster-Anniversary Edition next week? Yes, if your dues are paid—our constitution plainly states that when members' dues become delinquent they are automatically dropped from our roll of membership. If you have forgotten them—let this serve as a reminder, eh?

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—not to advertise in the roster number will be a calamity?

—\$10.00 will make you a shareholder in our new clubhouse?

—this habit of co-operation is a mighty good one to acquire? It spells *thoughtfulness*.

—if you're busy with your own business, you'll have little time for other people's busy-ness?

—Josephine McClenegan will be glad to call on you and tell you how easily it can be arranged?

—your friends will believe it if you ask them to come up to the club rooms some day and sample the list of good things?

—the anniversary roster number to be issued next week will be a climax of Herald endeavor to please and to serve you?

—our rates for advertising are \$1.00 and \$1.25 per inch according to location? Cheap enough for the service rendered!

—Mae Wilkin will appreciate your getting the habit of ringing up every week when you intend to come to dinner or to luncheon?

—if your address or telephone number is changed recently you should have it corrected on the books; otherwise the roster number next week will be a lot of *misinformation* about you which you cannot well afford?

The consensus of opinion on Thursday evening last was that we will miss a rare treat if we fail to visit Glacier National Park, the beauties of which were so strikingly brought to our attention through the courtesy of Mr. J. C. Javet, Passenger Agent for the Great Northern Railway.

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417 15th St. Lake. 243

Among Ourselves

Dr. Schwager is going to Alaska with the Shriners in July.

By the way, did you notice how many men there were at the dinner. Nice, wasn't it?

The birthday cake went to William Bergsma, as we were so delighted to have him with us again.

Of course, you are going to attend the Bridge and Mah Jongg party Tuesday evening, May 27th.

Glad to see Eva Stromberg about again. Don't take your love affairs so seriously Eva, as to let them affect your health.

Our program committee has been fortunate in securing Maud Younger for a special luncheon Tuesday, May 27th.

We were glad to have Mr. Philip C. Hall who managed the pictures, sing for us again. His Hawaiian songs and "Duna" were fine.

The Club went in a body over to attend the opening of the Copper Shop at 19th and Franklin. Girls, you have a beautiful place and we certainly wish you success.

Louise Schmitt is attending the State Nurses' Assn. at Pasadena and the Welfare Workers' Conference at Long Beach. Hope you have a pleasant trip, Louise.

We certainly enjoyed the group of songs rendered by Aileen Olmstead Piggott accompanied by Martha Dukes Parker, and we hope they will come again.

Angina Cronin has been unable to be at her post at the Health Dept. office in the City

Hall for sometime. Hope you will soon be well and strong again, Angina, able to be back at work again and that we shall see you again at Club.

The National Federation dues (\$1.00 per capita) become delinquent July 1st. As it would deplete our treasury very much to have to send \$230 for these dues, will not every member who can, pay her own dues and relieve the strain?

Tickets have been distributed for the Fulton party Friday evening, June 13th. We do not know yet what the play will be but the "Thirteenth Chair" would be appropriate. Be sure and sell just as many tickets as you possibly can as we need the money.

Edna Jones is contemplating a trip to Omaha soon, having sold out her business to Mrs. Palmer and Florence Little. Her family reside in Omaha and are trying to lure her back with them permanently, but we feel sure that after a visit, she will feel the "California urge" and return to Oakland.

A meeting of the Bay District members of the State Federation was held at the San Francisco clubroom last Saturday to consider resolutions to be offered at the State Convention to be held in Bakersfield next October. After the meeting Margaret Mary Morgan, affectionately known as "Sup." (short for supervisor), entertained at dinner, and a sumptuous one it was too, in her large printing shop and they all had a wonderful time.

FATHER OF ONE OF THE JUNIORS:

Father: "How is it young man, that I find you kissing my daughter? How is it, young man?"

The Lizard: "Great! Great!"

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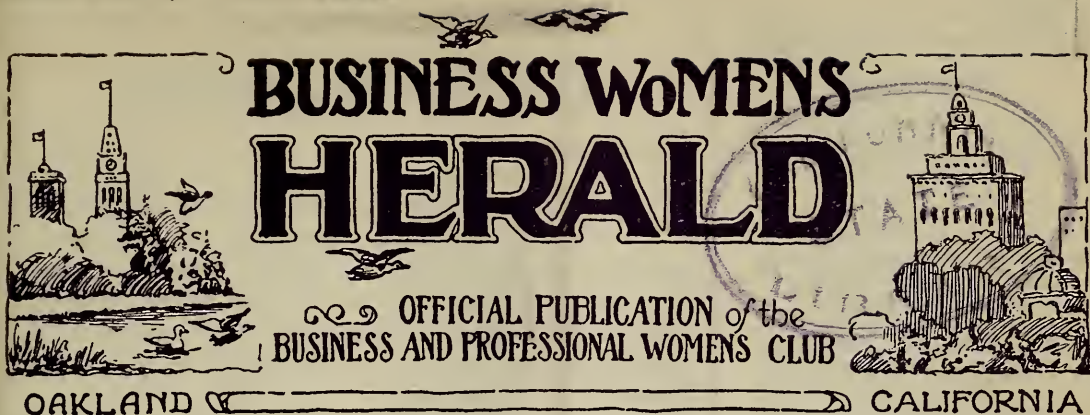
**Inter-City Publishing
Company**

508 Broadway - Lakeside 2543

Yes, the Herald will celebrate its first birthday next week. Watch for the Roster-Anniversary Edition. Plan to send an extra copy to some friend—it will cost you only 10c, and will be worth every cent of it.

Hurrah for the Dons of Peralta! The ladies get a finger in the pie this year!

That no head is really empty. If there are no brains on the premises all available space is used by prejudices.



Volume Two

Oakland, California, June 2, 1924.

Number One

The blessed work of helping the world forward, happily does not wait
to be done by perfect men.—ELIOT.

Herald Day LUNCHEON

Thursday, June 5, 1924, 12:15 P. M.

PART ONE:

The Club will celebrate the First Birthday of the
BUSINESS WOMENS HERALD

Published weekly in the interests of the

Business And Professional Womens Club of Oakland, California

Presiding ZANNETTE W. POTTER, Editor

PART TWO:

Mr. Max Loewenthal,

*President Globe Commercial Company of S. F., once editor of the Electrical Magazine and former
associate of Thomas Edison, will speak of*

Civilization's Debt to Radio.

The double program will be full of thrills and surprises—don't miss a minute of it—and you will
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Our First Anniversary

Greetings:

THE HERALD has reached its first milestone, reckoned in years, June first of this year, which translated means fifty-two weeks of conscientious endeavor to serve some three or four hundred business and professional women of Oakland with news and inspiration and club gossip and what not.

Primarily the HERALD came into existence to serve an immediate need of the club in weekly announcements, thus saving considerable financial outlay, and gradually its scope has broadened until now it is the mouthpiece of almost every department of club endeavor. Also from the beginning the HERALD staff established a policy of running a series of business helps and inspirational articles that have been much appreciated, as well as a column of "Ticklish" and "Among Ourselves," the latter establishing a much-needed personal touch. Among the most important features has been its advertisements for it was early decided to make the paper *self-supporting* and while this has been most difficult at times to maintain the close of the year finds a balance on the credit side.

And so the HERALD's cup of success is brimful and running over. We are most grateful for all the lovely things that are being said about us and to us. May we continue to be worthy as we pledge ourselves anew to the work of another year that lies ahead.



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Artieda, Helen S.
414 Thayer Bldg.....Oak. 2836
Residence.....Mer. 4498

Austin, Mrs. Margaret C.
401 Fifteenth St.....Oak. 1572
Residence.....Frtvl. 394

Baird, Jean M.
Alameda County Library
Hall of Records.....Oak. 847
Residence.....Pied. 353-W

Bakewell, Edith M.
320 Tenth St.....Oak. 1181
Residence.....Glencourt 244

Barker, Mrs. J. H.
3872 Cerrito St.....Pied. 760-W

Barber, Dr. Edna M.
1st Nat. Bank Bldg.....Oak. 6016
Residence.....Ala. 2907

Barnby, Mary
Hall of Records.....Oak. 847
Residence.....Thorn. 426

Barndollar, Mrs. G. H.
701 Tribune Tower.....Oak. 3718
Residence.....Ftvl. 6301-W

Beaty, Rose E.
390 Alcatraz Ave.....Pied. 3257-W

Beaumont, Elsie
1525 Alice St.....Lake. 4792

Beaumont, Mrs. Florence
387 Sixty-first St.....Pied. 6041-J

Bell, Mrs. Jessie E.
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Residence.....Ftvl. 2506-J

Bergsma, Helen N.
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530 Adeline St.....Oak. 1200
Residence.....Ftvl. 2095

Bishop, Mrs. M. B.
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Blake, Lillian
593 Fifteenth St.....Oak. 1231
Residence.....Ala. 1325-W

Bloedel, Miss M. A.
1429 Broadway.....Lake. 7664
Residence.....Thorn. 1780

Blote, Mrs. Alice B.
463 Fourteenth St.....Oak. 199
Residence.....Pied. 8926

Borland, Mrs. Sarah C.
604 Mandana Blvd.....Oak. 8734

Bowne, Mrs. Valentine
1088 Sixty-third St.....Pied. 5220

Bradley, Anita E.
1528 Franklin St.....Oak. 2412
Residence.....Berk. 5449-W

Bradley, Susie M.
1925 Castro St.....Oak. 733
Residence.....Lake. 6545

Bragdon, Mrs. Jane G.
1781 Franklin St.....Lake. 2427

Brandt, Cora R.
624 Mariposa Ave.....Oak. 8626
Residence.....Pied. 1260-W

Brazill, Miss M. E.
1084 Sixty-third St.....Berk. 528
Residence.....Pied. 3454-W

Brenneman, Mrs. Linnie
4392 Telegraph Ave.....Pied. 2099

Bridge, Willie May
3666 Foothill Blvd.....Frtvl. 5521

Brookman, Alice M.
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Residence.....Pied. 8349-M

Bryant, Mrs. Dixie L.
463 Fourteenth St.....Oak. 199
Residence.....Oak. 3977

Bryant, Lillian
4021 Howe St.....Pied. 8316-W

Bull, Marguerite A.
2216 Telegraph Ave.....Lake. 7392
Residence.....Oak. 2859

Burnell, Mrs. Alice T.
Dept. 2, Court House.....Oak. 847

Burr, Anna
142 Harlan St.....Oak. 601
Residence, San Leandro.....S.L. 337

Burrell, Florence
514 Medical Bldg.....Lake. 719
Residence.....Thorn. 2793

Bush, Dr. Alice
5505 MacMillan Ave.....Pied. 3267

Bussell, Florence B.
121 E. 11th St.....Mer. 176

Byington, Mrs. Vera B.
81 Nova Drive.....Pied. 1106-W

Caddy, Elfreda A.
Care of Harry C. Knight
1426 Franklin St.....Lake. 10314
Residence.....Pied. 9073

Campbell, Mary M.
30 Grand Ave.....Lake. 3311

Carter, Dr. M. Maud
1007 Broadway, R. 215.....Lake. 6604
Residence.....Berk. 4913-W

Cassidy, Mrs. Margaret
Mills College.....Elm. 10

Caughtan, Mrs. M. W.
201 Orange St.....Lake. 6320
Residence.....Pied. 4110-J

Chalmers, Margaret
706 Federal Bldg.....Lake. 63
Residence.....Lake. 6646

Chalmers, Miss S. M.
Oak. Bank Bldg., R. 511.....Oak. 654
Residence.....Lake. 6646

Chase, Margaret B.
1643 Erie St., Long Beach, Calif.

Cheney, Anita D.
778 Fourteenth St.....Lake. 4290
Residence.....Oak. 8624

Chickering, Miss Martha
Care of Red Cross
1307 Harrison St.....Lake. 683
Residence.....Pied. 5541

Christen, Agnes R.
1759 Seventh St.....Lake. 286
Residence.....Pied. 5671-W

Clow, Elizabeth
727 1st Nat. Bank Bldg.....Oak. 1050
Residence.....Oak. 3978

Cobb, Myrtle H.
3417 Haley Ave.....Mer. 4094

Cochran, Mrs. Alice M.
5012 Telegraph Ave.....Pied. 1325-J

Cohan, F. Myra
Locksley Hall Apts., 800 Geary St.
San Francisco

Conkling, Marcellie
Farmers and Merchants Savings
Bank.....Oak. 238
Residence.....Berk. 6860-W

Cooley, Dora B.
704 Easton Bldg.....Oak. 7280
Residence.....Pied. 243-W

Cooper, Elizabeth P.
Webster School, 81st Ave.

Craig, Emily Z.
Hotel Sutter.....Oak. 1620

Crowley, Nell E.
1224 Thirtieth Ave.....Frtvl. 2270-W

Curtis, Mrs. D. T.
144 Ninth St.....Oak. 8769

Cushing, Eloise B.
Court House.....Oak. 8414
Residence.....Mer. 5451

De Lair, Adeline J.
479 Cheney St.....Lake. 2011
Residence.....Oak. 7389

Detoy, Claudine
1408 Grand Ave.....Lake. 5157

Dingwall, Isabel W.
116 Lake St.....Lake. 3970

Dockery, Ellen G.
Fabiola Hospital.....Pied. 162
Residence.....Pied. 243-W

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2040 24th Ave.....Frtvl. 1860-J

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Duffield, H. M.	
American Bank Bldg.....	Oak. 2430
Residence	Pied. 6777
Dutton, Dr. May L.	
Fabiola Hospital.....	Pied. 162
Residence	Oak. 8783
Eckles, Jessie E.	
417 Fifteenth St.....	Oak. 243
Residence	Frtvl. 1298-J
Egan, Ora	
215 Pantages Bldg.....	Oak. 276
215 Lurie Bldg.....	Oak. 276
Residence	Lake. 3768
Entriken, Elizabeth	
178 Perry St.....	Oak. 6422
Everetts, Florence K.	
Alameda County Library	
Hall of Records.....	Oak. 847
Escoffier, Victoria	
Care of Bekins Fireproof Storage,	
22nd and San Pablo.....	Oak. 907
Engs & Morgan	
1022 Washington St.....	Oak. 1497
Everson, Mrs. Lillie E.	
1009 Sixty-six Ave.....	Elm. 562
Fake, Lena	
1333 Broadway.....	Oak. 384
Residence	Pied. 715-J
Farnsworth, Abbie V.	
Hotel Touraine.....	Lake. 5000
Residence	Lake. 2100
Fenton, Mrs. E. S.	
Forty-first and Howe Sts.....	Pied. 64
Fleming, Mrs. Kathryn	
728 E. Fourteenth St.....	Mer. 4173
Flynn, Ella	
Townsend Apts., Eleventh and Oak	
Sts.....	Lake. 10034
Fisher, Devota	
121 E. Eleventh St.....	Mer. 176
Gamble, Mrs. Helena M.	
Peralta Apts., Thirteenth and	
Jackson	Oak. 1282
Gartner, Katherine E.	
1104 Oak. Bank Bldg.....	Oak. 516
Residence	Pied. 295-W
Geckie, Miss Elizabeth C.	
968 Forty-third St.....	Pied. 2939-W
Gibson, Ruth B.	
597 Fifteenth St.....	Lake. 2652
Residence	Lake. 1274
Goemmer, Mrs. Antha	
507 Moraga Road.....	Pied. 6439-J
Good, Katherine R.	
100 Grand Ave.....	Lake. 2258
Goodrich, Mary B.	
4000 E. Eighth St.....	Frtvl. 6197
Graham, Mrs. Clara	
306 Dalziel Bldg.....	Oak. 1590
Graham, Mrs. M. B.	
4130 Gilbert.....	Lake. 3600, Local 103
Residence	Pied. 5324
Guber, Mrs. M. B.	
2419 Telegraph Ave.....	Oak. 4619
Residence	Pied. 8784-W
Gustason, Mrs. Bessie Wood	
2850 Telegraph Ave.....	Lake. 49
Haines, Mrs. Charles D.	
1935 Tenth Ave.....	Oak. 847
Residence	Mer. 3020
Hall, Mrs. Carrie	
4152 Randolph Ave.....	Mer. 1695
Hall, Mrs. Lulu DeV.	
Care of Dr. L. Adams	
Federal Bldg.....	Oak. 1158
Harris, Mrs. H. S.	
1533 Clay St.....	Oak. 2481
Residence	Pied. 5951-W
Harnden, L. Nora	
1726 Alameda Ave., Alameda	
Hassard, Mrs. P. A.	
60 Echo Ave.....	Pied. 2627
Residence	Pied. 2131-J
Hammond, Jennie M.	
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Residence	Pied. 6988-J
Hawes, Mrs. H. E.	
1522 23rd Ave.....	Lake. 4290, Local 12
Henas, Leoma M.	
530 Adeline St.....	Oak. 1200
Hennings, Miss M. E.	
Care of Kahn Bros.....	Lake. 1
Residence	Lake. 3873
Hill, Florence M.	
3272 Central Ave.....	Lake. 219
Residence	Ala. 3002-W
Haller, Mrs. Evelyn	
Mills College.....	Elm. 10
Hoerst, Esther F.	
1310 Madison St.....	Lake. 2500
Residence	Mer. 626
Holmes, Mrs. Martha	
306 Dalziel Bldg.....	Oak. 1590
Residence	Pied. 7084-J
Howard, Mabel B.	
461 Belevue.....	Lake. 9016
Hughes, Mrs. Cora	
1305 Fruitvale Ave.....	Frtvl. 8
Hunt, Grace M.	
444 Lakeshore Blvd.....	Mer. 1461
Hyman's	
1538 Broadway.....	Oak. 2566
Residence	Berk. 894
Ihrig, Mrs. Anna	
1162 Broadway, Alameda	
Ingram, Mrs. E. L.	
3321 Broadway.....	Lake. 250
Residence	Pied. 5969-J
James, Mrs. E. P.	
9th and Wood.....	Lake. 6571
Residence	Oak. 4383
Jessen, Mrs. A. M.	
190 Grand Ave.....	Lake. 975
Residence	Pied. 760-W
Johnson, Anna K.	
1530 Broadway.....	Oak. 2889
Residence	Lake. 9996
Kelly, Mrs. Howard	
1701 Hopkins St.....	Oak. 1136
Residence	Berk. 6902-W
Kennedy, Carrie P.	
Court House.....	Oak. 847
Residence	Lake. 4914
Kibbe, Dr. Minora E.	
1802 Fruitvale Ave.....	Frtvl. 18
Kightlinger, E. Theima	
430 Alcatraz Ave.....	Lake. 2500
King, Mrs. Florence M.	
1300 Webster St.....	Lake. 2700
Residence	Pied. 7708-J
Kirkland, Alice G.	
1459 Hempel St.....	Frtvl. 2809
Residence	Mer. 2138
Kling, Helen E.	
407 Fifteenth St.....	Oak. 3513
Residence	Oak. 2691
Kruger, Miss H. L.	
563 Sixteenth St.....	Oak. 8500
Residence	Ala. 3002-J
Kurtz, Mme. Louise	
2283 Broadway.....	Lake. 8117
Residence	Elm. 800
Kuss, Mabel E.	
517 1st Nat. Bk. Bldg.....	Lake. 2190
Lages, Dora	
311 Lester Ave.....	Lake. 4290
Langdon, Florence G.	
R.F.D. No. 1, Box 360-A	
.....	Frtvl. 1618-W
Langford, Cecile	
3009 Richmond Ave.....	Lake. 1007
Residence	Lake. 6189
Lehnhardt, Hattie	
2703 Telegraph Ave.....	Oak. 496
Residence	Oak. 1847
Le Page, Mrs. Grace	
5443 Trask St.....	Frtvl. 5322
Little, Mabel	
616 Dalziel Bldg.....	Oak. 8406
Residence	Pied. 3299-W
Lockhart, Elsie M.	
1930 Harrison St.....	Lake. 7900
Residence	Lake. 4039
Logan, Annie E.	

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Long, Fannie J.	
1436 Franklin St.....	Lake. 3559
MacGibbon, Mrs. Elizabeth G.	
1556 Webster St.....	Oak. 9293
Residence.....	Mer. 1428
MacLafferty, Mrs. J. H.	
Congress Hall, Washington, D. C.	
Madsen, Miss Marion	
1328 Webster St.....	Lake. 7310
Residence.....	Pied. 714
Magill, Mrs. Robert H.	
920 Syndicate Bldg.....	Oak. 117
Residence.....	Oak. 3455
Maiden, Georgia M.	
420 Fifteenth St.....	Lake. 4300
Residence.....	Oak. 8435
Maiden, Mrs. Mary A.	
380 Grand Ave.....	Oak. 8435
Maletton, Miss Grace E.	
The Oakland Bank.....	Lake. 6900
Manning, Kathryn L.	
201 Orange St., Apt. 7.....	Frtvl. 2300
Residence.....	Lake. 5320
Marcks, Emma G.	
1305 Bonita Ave.....	Lake. 3512
Residence.....	Berk. 6514-W
Matthews, Mrs. Kate	
217 Henshaw Bldg.....	Lake. 4716
Matthews, Phoebe	
1930 Harrison St.....	Lake. 7900
Residence.....	Thorn. 3307
McDonnell, Mary	
5146 Telegraph Ave.....	Pied. 3466
Meisner, Eva H. Wilkie	
19 Grand Ave.....	Oak. 6811
Merrill, B. E., M.D.	
685 Thirty-six St.....	Pied. 65
Residence.....	Lake. 5200
Meyer, Miss Gussie	
382 Nineteenth St.....	Oak. 5386
Miller, Mrs. Fanny Ward	
1455 First Ave.....	Mer. 913
Miller, Mrs. Nettie M.	
6201 Harwood Ave.....	Oak. 111
Residence.....	Pied. 4133-W
Miner, Edith E.	
Niles, Calif.	
Mitchell, Miss Maud	
539 Thirty-ninth St.....	Oak. 817
Residence.....	Pied. 6149-W
Moore, J. Florence	
410 Twenty-eighth St.....	Lake. 2540
McCleneghan, Josephine	
538 Twenty-second St.....	Oak. 1604
McElrath, Marion	
202 1st Nat Bank Bldg.....	Lake. 780
McDonald, Mrs. Maude M.	
622 Seventeenth St.....	Oak. 7213
Residence.....	Frtvl. 4460-J
McFeely, Agnes G.	
2415 Telegraph Ave.....	Oak. 8003
McGilvery, Dr. Ella	
410 Oak Bank Bldg.....	Lake. 7872
Residence.....	Lake. 6071
McGraw, Elva	
Eighteenth and Poplar.....	Lake. 209
Residence.....	Oak. 5988
McLeod, Doris	
903 Easton Bldg.....	Lake. 17
McMurray, Miss May	
518 Twenty-seventh St.....	Lake. 9181
Moreland, Dr. C. C.	
Bacon Bldg.....	Oak. 3622
Residence.....	Humboldt 1136
Mohr, Miss Meta	
Farmers and Merchants Savings Bank.....	Oak. 239
Morton, Grace J.	
610 Syndicate Bldg.....	Lake. 13456
Residence.....	Pied. 6223
Moschenrose, Mme. Marie	
491 Twenty-seventh St.....	Lake. 10188
Morken, Jean M.	
1352 E. Twenty-sixth St.....	Mer. 176
Norton, Mrs. Elizabeth W.	
Bowman Drug Co.....	Oak. 733
Residence.....	Pied. 6372-W
Nusbaumer, Dr. Pauline S.	
Vice-Pres. Western Laboratories	
2404 Broadway.....	Oak. 414
Residence.....	Pied. 1072

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Care of Don Lee, 24th and Broadway.....	Oak. 858
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Ormsby, Mrs. E. L.	
23 Monte Vista Ave.....	Lake. 4700
Otis, Fay H.	
1554 Franklin St.....	Oak. 1662
Residence.....	Berk. 8494-W
Palamountain, Dorothea, M.D.	
826 Walla Vista.....	Lake. 4205
Palmer, Emily G.	
103 California Hall.....	Berk. 7100
University of California.....	Local 174
Residence.....	Berk. 7710
Papineau, Alice H.	
518 Syndicate Bldg.....	Oak. 1246
Residence.....	Lake. 5281
Pearson, Alice M.	
830 Jefferson St.....	Lake. 464
Residence.....	Oak. 7894
Pennington, Ora S.	
477 Forty-fourth St.....	Pied. 5299-J
Perry, Marie	
Cal. Cotton Mills.....	Frtvl. 2300
Perry, Elizabeth	
1211 Spruce St.....	Pied. 8506
Residence.....	Berk. 6963-J
Pesante, Mrs. Maude T.	
1101 Lake Shore Ave.....	Lake. 8437
Petersen, Effa G.	
1449 Alice St.....	Lake. 3770
Peterson, Laura A.	
1830 Seventh Ave.....	Mer. 2965
Pinkston, Laura E.	
1930 Harrison St.....	Lake. 7900
Residence.....	Frtvl. 1396-J
Pollard, Margaret A.	
5095 Shafter Ave.....	Lake. 583
Residence.....	Pied. 239-W
Pomeroy, Grace	
594 Twenty-seventh St.....	Oak. 4000
Residence.....	Lake. 1814
Potter, Miss Z. W.	
Concert Manager.....	Lake. 6700
Residence.....	Lake. 765
Power, Mrs. Helen T.	
401 Tenth St.....	Oak. 781
Residence.....	Pied. 5658-W
Phillip, Mrs. Fayette H.	
1410 Fruitvale Ave.....	Frtvl. 737
Price, Sarah D.	
4083 Lyon Ave.....	Oak. 3907
Residence.....	Frtvl. 2496-W
Ryan, Mrs. Ann	
231 Athol Ave.....	Lake. 3600
Residence.....	Mer. 880
Sawyer, Mrs. Mabel M.	
Care of Federal Drug Co.	
Broadway & Telegraph.....	Lake. 5059
Saunders, Jeannette E.	
Heald's Business College,	
Seventeenth St.....	Oak. 201
Residence.....	Berk. 8796-W
Saylor, Ella	
2420 Encinal Ave.....	Ala. 314
Residence.....	Ala. 4105-J
Scarper, Mrs.	
1026 Brush St., Apt. 6	
Schmits, Louise	
481 Forty-fourth St.....	Lake. 3600
Residence.....	Pied. 4981-W
Schmith, Louise M.	
595 Sycamore St.	
Schneider, Mrs. G.	
1631 San Pablo Ave.....	Lake. 8789
Schuler, May M.	
330 Dalziel Bldg.....	Oak. 8806
Residence.....	Mer. 430
Secomb, Mrs. C. H.	
1530 First Ave.....	Lake. 8361
Residence.....	Mer. 1842
Shade, Nettie A.	
2144 Woolsey St.....	Berk. 3941-W
Shannon, Margaret	
Madison Park Apts.....	Oak. 3160
Shertzer, Mrs. Emma S.	
530 Merrimac St.....	Oak. 847
Residence.....	Oak. 4354
Shetek, Louise	

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Shields, Dr. Lillian	
512 Medical Bldg.....	Oak. 7287
Residence	Pied. 2008
Skemp, Edith	
425 Sixty-first St.....	Oak. 444
Residence	Pied. 6511-W
Smith, Ellen A.	
371 Twenty-eighth St.....	Lake. 7462
Smith, Alma Ward	
3535 Fourteenth Ave.....	Mer. 3831
Smith, Miss Freda	
418 Forty-ninth St.....	Oak. 61
Residence	Pied. 589-W
Prichard, Eunice G.	
839 Vermont St.....	Lake. 9159
Rainbow, Mabel	
3900 Division St.....	Mer. 176
Residence	Mer. 891
Reeves, Peggy M.	
1449 Alice St.....	Oak. 6519
Reid, Mrs J. E.	
1725 Alameda Ave.....	Ala. 3451-J
Rigg, Gladys D.	
1560 Broadway.....	Oak. 8626
Residence	Pied. 7978
Ritchie, Mrs. Lillie E.	
1353 Park Ave.....	Ala. 2291-W
Roemer, Mrs. Elsie B.	
326 Fortieth St.....	Pied. 3975-J
Rogers, Mrs. Clo	
Central Natl. Bank.....	Lake. 5300
Residence	Berk. 6174-W
Rollar, Mrs. L. B.	
484 Thirteenth St.....	Oak. 4519
Residence	Lake. 4966
Smith, Mrs. Ethel H.	
381 Fifth St.....	Lake. 1989
Residence	Frtvl. 6209-J
Smith, Margaret	
588 Twenty-second St.....	Lake. 6696
Spencer, Mrs. G. A. P.	
1325 Weber St.....	Ala. 2439
Stromberg, Eva K.	
Tribune Tower	Oak. 563
Residence	Oak. 5049
Sund, Louise H.	
520 Thirteenth St.....	Oak. 398
Residence	Mer. 2785
Swauger, Dr. Luella Stone	
2019 Webster St.....	Oak. 4845
Residence	Pied. 846
Swift, May V.	
Hotel Claremont.....	Berk. 9300
Tefft, Katherine M.	
The Yellow Lantern	
Lola C. Stephens, Elsie O. Stoltz	
46 Grand Ave.....	Lake. 2270
1720 Broadway.....	Oak. 1803
Residence	Oak. 6097
Thomas, M. A.	
323 Twelfth St.....	Oak. 5528
Residence	Lake. 4313
Todd, Mrs. Norma	
Care of Walnut Grove Creamery,	
Forty-first and Market.....	Pied. 70
Residence	Pied. 7482-W
Turner, Mrs. Mary E.	
547 Apgar St.....	Oak. 7280
Residence	Pied. 2689-W
Walker, Margaret	
814 1st Nat. Bank Bldg.....	Oak. 3345
Residence	Mer. 3614
Ward, Mrs. Sylvia G.	
1444 San Pablo Ave.....	Oak. 145
Residence	Frtvl. 4337-W
Warner, Flossie M.	
1106 First Ave.....	Mer. 176
Residence	Mer. 2446
Watkins, Kathryn A.	
509 Easton Bldg.....	Oak. 2013
Residence	Mer. 758
Watson, Katherine B.	
1145 Ranleigh Way.....	Lake. 6400
Residence	Oak. 7975
Whittaker, Mrs. B. G.	
Franklin at Nineteenth.....	Lake. 2427
Whittaker, Florence M., D.O.	
1469 First Ave.....	Mer. 686
Wilkin, M. B.	
1741 Broadway.....	Oak. 1470

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702 Oakland Bank Bldg.	
Wythe, Dr. Margaret	
121 E. Eleventh St.....	Mer. 176
Residence	Pied. 7235-W
Wilson, Bird M.	
315 E. Nineteenth St.....	Oak. 847
Residence	Mer. 888
Zehren, Mrs. Katherine Jones	
5608 San Pablo Ave.....	Pied. 5085-W

NEXT THEATER PARTY

How appropriate and mysterious like to have it announced that SECRETS will be the Fulton Theater offering on June 13 for which you have been given tickets to dispose of. No one will want to miss this charming drama, full of delightful comedy, which comes to Oakland after a long run in New York and San Francisco. And, too, if we sell over one hundred reservations we will add considerable to the club exchequer. Of course, you will want to help.

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TICKLISH

WHICH JUNIOR?

Carfare.—For hours they had been together on her front porch. The moon cast its tender gleam down on the young and handsome couple who sat strangely far apart. He sighed. She sighed. Finally:

"I wish I had money, dear," he said. "I'd travel."

Impulsively, she slipped her hand into his; then, rising, swiftly she sped into the house.

Aghast, he looked at his hand. In his palm lay a nickel.

ANOTHER FAIR JUNIOR WAS SHOPPING

She had the clerk show her everything on the shelf. When he had taken the last roll down and she had given it the once over, she gave a most contented sigh. "Thank you," she said sweetly, "you see, I was not intending to buy anything. I bought a pattern at your competitor's and they claimed you didn't have anything like it, and I just wanted to make sure."

The clerk is still unconscious.

CAN'T ALWAYS TELL

A man who believed he knew all about parrots undertook to teach what he thought to be a young mute bird to say "Hello!" in one lesson.

Going up to its cage he repeated that word in a clear voice for several minutes, the parrot paying not the slightest attention.

At the final "Hello!" the bird opened one eye, gazed at the man and snapped out, "Line's busy!"

Bad business—this putting speeders in jail. They lose so much time they must make up when they get out.

Yes, Ethel, the touch system is a method of operating the typewriter, not of managing the boss.

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Hermansen, Alma
1533 Clay St.
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2813 Filbert St.
McKeon, Helen
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474 Hardy St.
Shultis, Geraldine
1417 Lincoln Ave., Alameda
Stephenson, Nellie
1521 Madison St.
Thorne, Laurie
520 Thirteenth St.
Thorne, Naomie
1041 Forty-fourth Ave.
Warnock, Laura F.
1300 Webster St.
Wolff, Ede C.
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Wolff, Vera V.
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A "QUEENER"

There used to be a joke about a city girl who said she was going to move to the country and keep a cow and a bee. Keeping a bee isn't a joke now. The other day a man in North Dakota sold a half interest in one bee to an apiarist in Alabama for \$150. The bee—of course it is a queen—has been shipped to the Southern home of the new owner. She will spend the winter there, returning to North Dakota in the spring.

Bees are not naturally given to winter work, but queens do not scorn to lay eggs all the year round. A queen may not fill three or four thousand cells a day in the cold months, as she does in the spring and summer, but the southern bee man probably will get all the bees of the new breed that he needs for stock. Meanwhile the queen will be treated royally. The attention she receives from her owners will be nothing compared with that which will be forthcoming from her ten or twenty thousand workers. They will assign a dozen maids, chambermaids and ladies in waiting to their sovereign and she will have nothing to do but lay eggs.—Ex.

No rock so hard but that a little wave may beat admission in a thousand years.

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FICTION

So BIG (*Edna Ferber*)

In "So Big" Miss Ferber has drawn the portrait of a mother who, as she might say, "is nine-tenths splendor, and of a son who is just a nice even pink."

THE PHILOSOPHER'S STONE (*J. A. Larsen*)

Last year this powerful novel won the Gyldeendal prize, \$14,000, in a competition which extended through Norway and Denmark. The story of two youths whose search for the philosopher's stone, for some stable ideal under the flux of daily living, leads them through the deepest phases of human experience and gives the novel an exuberant richness of life.

THE CALLAHANS AND THE MURPHYS (*Kathleen Norris*)

Of all the Irish in the world there are none so appealing, so humorous, kindly, loving, so everything Irish denotes as the Callahans and the Murphys as told by Kathleen Norris.

THE DREAM (*H. G. Wells*)

An account of our world today as seen in a vivid dream by a Utopian of two thousand years hence.

THE WRATH TO COME (*E. P. Oppenheim*)

"The Wrath to Come" is without doubt one of Oppenheim's best novels.

NON-FICTION

FOSTER ON MAH JONGG (*R. P. Foster*)

The famous author of more than sixty books on games has prepared what will be the standard guide for American players of this fascinating Chinese game.

CHATS ON SCIENCE (*E. E. Slosson*)

His book on chemistry has been read by more people for sheer entertainment, not counting profit, than one novel in a hundred. This new book is a treasure trove of authentic, up-to-date information on all manner of scientific subjects.

STORY OF A GREAT SCHOOLMASTER (*H. C. Wells*)

Sanderson died at the height of his powers, but his theories of education cannot die. They are well told in this book of Mr. Wells'.

MY GARDEN OF MEMORY (*Kate Douglas Wiggin*)

An autobiography of wide appeal, maintaining as do the other works of this author, a happy combination of grave and gay.

SPIRIT OF THE GARDEN (*Martha Brookes Hutcheson*)

Mrs. Hutcheson has given us a book remarkable for its concise and practical suggestions and its grasp of fundamental principles of garden planting, which is at the same time brilliantly and entertainingly written.

LIFE OF OLIVER SCHREINER (*S. C. Cronwright-Schreiner*)

The biography, by her husband, of the brilliant author of "Dreams" and "The Story of an African Farm," a woman of extraordinary personality who was a pioneer advocate of woman's freedom.

SMILING HILL-TOP and Other California Sketches (*J. M. Sloane*)

The author describes in a delightful manner the experiences of herself and family in a charming spot in California. Splendid book for vacation reading.

LIFTED VEILS!

Marriages, 7000.

Divorces, 9000.

These are the net figures on the marital balance sheets of Constantinople so far this year.

And it was obtained under the regime of the "New Woman's Freedom," which did away with the veils and the harem and all the other attributes and symbols of woman's slavery.

The authorities are in despair to stem the tide or find an explanation for it.

But there are some irreverent persons—of course—who blame the veil, or rather the absence of it.

"What beauty and mystery one could dream of as hidden behind the veil," they say.

"And behold, what the removal of the veil revealed!"

The divorces, they say, are just the reaction of shattered illusions.

"But they'll get used to one another in time," say the optimists.

Edison—Who was it crossed the Delaware, Henry?

Ford—Let me think. Oh, yes—Burbank.



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RELAX!

It is good for you to relax, to be frivolous to let a spirit of play run riot for a time. Being always on one's dignity causes ossification of the mind, while a play spirit helps you to do your work. A task is lighter for the heart's being light.

Neither mind nor body can be kept constantly under tension without impairing its vigor and usefulness.

The spirit of play keeps one young. Many a trifling annoyance can be turned into a humorous incident by a merry heart that has readiness to see the amusing side of things. A happy, cheerful temper promotes good health, and good health promotes a happy, cheerful temper. Don't be afraid of seeming foolish when you play.

The more serious your occupation, the heavier your cares, the more you need a play spell. However great you may be, however important your occupation, forget them both for a time. Let yourself loose from the tension of cares and become a child in spirit. You will live longer and do better work.

Handle the hardest job first each day. Easy ones are pleasures.

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—the 'nothing doing' sign that
you see in so many faces is the
result of doing nothing?

COMMON "CENTS"

A dollar and a penny met. The penny had a bright, clean face, but the dollar was dirty but proud.

"You think your are gold, but you are only cheap bras," said the dollar.

The penny replied, "I am what I am and claim to be no more."

The dollar swelled up with pride and said: "I am patriotic, I am trust-worthy, I have the emblem of liberty on my bosom, and the United States Government has placed these words on me, 'In God We Trust.'"

After a little doubt the penny answered: "I grant you all that, but I go to church oftener than you do."—*Exchange.*

—the big opportunities lie just outside the little circle that common people travel?

—the man who thinks money is everything should take a trip to Germany—there's plenty there?

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WHAT THEY SAY

(The following replies were received by the HERALD office in response to a questionnaire sent out to representative members, which said: "What do think of the Herald?")—EDITOR.

Dear STAFF:

The HERALD is splendid and worthy indeed. I especially enjoy the editorials. Much credit is due to the HERALD staff and its editor—more power to her.

Very sincerely,
DOROTHY DRIGGS.

Dear MISS POTTER:

I read the HERALD; every word in it, and find both pleasure and profit in doing so. Consider it so much worth while that I used it in bringing into the Club my two recent additions to the roster.

Sincerely,
MRS. FANNY WARD MILLER.

Dear HERALD Staff:

The HERALD is preeminently the medium of expression for the Club, and as such its usefulness is established. Might it not be called a composite voice.

JENNIE M. HAMMOND,
Colonial Cafeteria.

Editor HERALD:

In reply to postal the "Proof of the Pudding" is that we have eaten and we have liked it—we are like the babies and a certain widely advertised product—we want more of it. "We" always read it, every Tuesday morning. Not only is it newsy and bright but the literary contributions and selections are inspiring. "The Bravest Battle" stirs the heart and soul to their depths.

Most sincerely,
C.L.S. SMITH BROTHERS.

Dear HERALD Staff:

The HERALD is more than worth while. It is the voice and medium of a great community of "Go-Getting" women, and to those of you who have so successfully pioneered the first and most trying year we say—Good work well done!

The evolution of the business woman means the elevation of business, and on what better ground can they meet than on the standards attained by the HERALD?

Personally, I believe in the substantiation of appreciation by enclosing herewith copy for another ad.

Cordially,
MARGUERITE A. BULL.

Among Ourselves

Our daily luncheons are the best ever. One sample and you and your friends will return for more. Some say—the best in town.

Good to see Mrs. Jessen back from her month's vacation. She reports a fine time and looks as fresh and sweet as a Burbank daisy.

What an interesting and snappy column like this we could have if each member would cultivate the *news habit* and report little doings and happenings among ourselves. It would put a something into the HERALD which it now lacks. *Think this over and lend a hand.*

Please note our wonderful list of advertisers in the Roster issue of the HERALD. Will you patronize them and when you call on them tell them *without fail* that you saw their *ad* in the HERALD. In this way, *only*, shall the HERALD be able to continue and prosper.

Plan to buy one or more copies of the Roster issue to send or give to a friend or business associate. We can't *sell* our club too much to the community in which we live. You would be surprised to know of the great number who have never heard of us. *And they ought to know!*

Notice any thing different about the HERALD this week? Yes, it is larger and printed in gay ink and all that but look again at the first page and say "*Quack, Quack!*" for our club emblem is there all right—one duck but several of them and the lake an' everything! Hope you like it.

What a lovely meeting last Thursday! How superbly Mrs.

THE Z. W. POTTER CONCERT ATTRACTIONS

1924—Tenth Season—1925

Include the following world renowned artists on the *Artists Concerts Series*:

LOUIS GRAVEURE,
Celebrated Baritone.

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Beloved Contralto.

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Sensational Dramatic
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Premiere Lyric Tenor.

Single Concert Events:

ANNA PAVLOVA AND BALLET RUSSE
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King of Violinists.

One Dollar Deposit holds any Seat Reservation. Lakeside 6700
Subscriptions Now in Order at the Sherman, Clay Box Office

EVERSHARPS

WATERMAN AGENCY

ALICE BASHFORD BLOTE

Fountain Pen Expert

463 Fourteenth Street

Next to Morton's

Grant Miller read the Gettysburg speech and that charming story of its author. Mrs. Borland was queen of ceremonies. And everybody enjoyed those two "homey" songs sung by Mr. Clement Roland, accompanied by Mrs. William Daull. And then the veteran singer encored with an adaptation of 'Silver Threads Among the Gold' that was touching and beautiful.

The next celebration of the HERALD's birthday will be in our new club house on Webster Street—we hope—and it will be if each one of our two hundred and fifty members invests in some club house stock. Then our home will belong to us—and who has not felt the thrill of ownership—freedom from outside dictation and domination? This must not be—see Miss McClenegan at once and ease that conscience.

Back numbers of the HERALD—if available—will cost 10 cents henceforth. All roster editions will cost 10 cents at any time.

Management

Responsibility for the entire data of the roster is assumed by Miss Wilkin who keeps the books of the club. If there are any errors or omissions please ring her at Oakd. 1470. The Herald will be glad to run corrected data at any time.

—we serve the best cafeteria luncheon in town?

MORTON'S

GRACE J. MORTON

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STENOGRAPHY

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Phone Lakeside 1354

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NEW YORK LIFE
INSURANCE CO.

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ate Librarian,
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, June 9, 1924.

Number Two

"The flag that is too great to be stained with selfishness."

—Woodrow Wilson.

PROGRAM DINNER

Thursday, June 12, 1924, 6:15 P. M.

Speaker

MISS LILLIAN PALMER

Of the Palmer Shop, San Francisco and Ex-President of the San Francisco Business and Professional Women's Club.

Subject:

"BUSINESS WOMEN IN FICTION"

Whereof Miss Palmer has some pertinent things to say about the way some writers are treating the matter of women in business.

MUSIC and exercises appropriate to the occasion of Flag Day, June 14, will also take place.

Plate 75 Cents.

Phone Reservations.

The Fanny Ward Miller School of Expression

Now located 1455 1st Ave. for the past Seven Years

At the request of many friends will move to Berkeley, about July 1st.

There will be no change in the courses offered.

Summer Session as formerly announced.

Call Merritt 913, before 10 A. M.

(Near Lake Merritt)

**Dr. Florence M.
Whittaker**
CHIROPRACTOR

1469 1st Ave., Nr. Lake Merritt

2 to 5 and 6 to 8 P. M.

Club Member

McDonnell Bros. and
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Telegraph Ave. at Claremont

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"The House of Personal
Service"

ANDKER & CO.
Funeral Directors

1445 5th Ave. at East 15th

Oakland, Cal.

BUSINESS WOMENS HERALD

Official Publication of the
BUSINESS and PROFESSIONAL
WOMENS CLUB, Inc.
of Oakland, California

Address all communications to
Zannette W. Potter, Business Manager
Clay at Fourteenth Street
Phone Lakeside 6700

Issued every Monday in the interests
of the Business and Professional
Women's Club

The Business and Professional
Women's Club meets every Thursday,
12:15 p. m. in their Club Rooms, at
1741 Broadway, Oakland. Telephone
Oakland 1470.

Application has been made to the
Postoffice Department for entry as
second-class matter.

Subscription Rate - \$1.00 per year
Single Copies - - - 5 Cents
Advertising—1st page - \$1.25 per in.
" Elsewhere \$1.00 per in.

OFFICERS

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MARY BARMBY - *Vice-President*
JEAN BAIRD - - *Rec. Secretary*
EDITH BAKEWELL - *Cor. Secretary*
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SARAH C. BORLAND - - *Counselor*
FLORENCE M. KING - *Club Notes*

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FLAG DAY



JUNE 14

The authentic history of the Flag began June 14, 1777, in Philadelphia, Pa., when the Continental Congress passed the following:

"Resolved, That the Flag of the thirteen States be thirteen stripes, alternate red and white; that the Union be thirteen stars, white in a blue field, representing a new constellation."

In 1794 Congress made a law to increase both stripes and stars to fifteen as Vermont and Kentucky had been admitted to the Union.

In 1818 Congress passed the third and final Act fixing the number of stars and stripes on the Flag.

The Flag should have thirteen horizontal stripes, alternate red and white; that the Union have twenty stars, white in a blue field. That on the admission of every new state to the Union one star shall be added, and that such addition shall take effect on the Fourth of July next succeeding such admission.

The United States Flag is the oldest National Flag in the world.

THE FLAG

There's no coward stripe upon it,
And no shame is written on it;
All the blood that's in its crimson
Is the blood of manhood true;
There's no base and brutal glory
Woven sadly in its story.
It's a bright Flag, and a right Flag,
And the Flag for me and you.

It's the Flag without a fetter;
It's the Flag of manhood better;
Never waved above a brute;
It has never done a mean thing,
Greed and hate it never shielded,
Unto wrong it never yielded.
It's a fine Flag, a divine Flag
That in reverence we salute.

It's the Flag of all the glory
That is written in man's story;
It's the emblem of his freedom
And the hope of men oppressed;
It asks no disgraceful duty,
Never stains with shame its beauty,
It's a pure Flag, and a sure Flag.
It's OUR Flag and the best.

—By EDWARD A. GUEST.



Abdominal Supports for every Requirement : Elastic Hip Reducers knitted to order.

DICKSON BULL COMPANY

Manufacturers and Fitters

Artificial Limbs, Arch Supports, Trusses
Elastic Hosiery, Belts, etc.

2212 Telegraph Avenue Oakland, Calif.

OUR BIRTHDAY CELEBRATION

Mrs. King made a fine one year old infant, blonde curls, nursing bottle, baby cap n'everything at the party, but her wails finally subsided when she realized fully that a year old is expected to act somewhat grownup. The HERALD staff was represented at the speaker's table by Zannette W. Potter, editor who presided, Mrs. Sarah Borland and Florence King, aforesaid. There were congratulations and speeches, a lovely bouquet and a birthday cake among the features of the program, preceeding the speaker of the day.

Mr. Loewenthal delighted the ladies with his informal talk on radio touching this mysterious subject from many angles of interest to those present. The speaker even gave Mrs. Angel the smallest radio set extant. Then to cap the pleasant hour Mrs. Grace Le Page, soprano, sang a group of songs accompanied by Mrs. Robert T. Grubb, piano, both of whom, by the way, were the first radio performers on the coast.

LEARN THIS

The flag salute as given last week has been amended by the G. A. R. to include "of the United States" and in full should be as follows:

I pledge allegiance to the Flag of the United States and to the republic from which it stands; one nation indivisible, with liberty and justice for all.

Eversharps Waterman Agency

Alice Bashford Blote

Fountain Pen Expert

463 Fourth St., next to Moron's

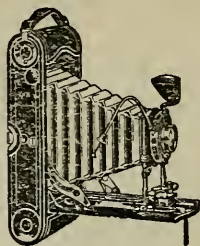
HUSTLE!

An indicator points the way. Co-operation indicates success. The success of our Theater Party will be indicated by the co-operation of the members in the ticket selling campaign. The success of your Club depends, for the moment, upon the success of the Theater Party. The burden of the work for this party is falling on the shoulders of Carrie P. Kennedy, Chairman of the Committee on Club Activities. Single handed she has accomplished a lot for this club. Its your turn now. Hustle. June 13th the date. "Secrets" the play and a dandy.

Bite off more than you can chew—
Then chew it!

Plan for more than you can do—
Then do it!

Hitch your wagon to a star—
Keep your seat, and there you are.



TAKE A KODAK

On vacation, mail the films; we will develop and return by next day's mail.

SMITH BROTHERS

472 13th Street

Colonial Cafeteria Co.

Phone Lakeside 1806
FRANKLIN at Fifteenth
OAKLAND, CALIFORNIA

There is a place for everything
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DORA B. COOLEY
NOTARY
STENOGRAPHIC SERVICE

704 EASTON BUILDING
Phone: Oakland 7280
Res: Piedmont 243-W

Do not have the notion that
success means simply money
making.

A DELICIOUS DESSERT

Superior Ice Cream

HIGHEST IN FOOD VALUE

Among Ourselves

Mabel Sawyer has just returned from Los Angeles where she attended the State Pharmacist's Convention.

The new song we learned last Thursday, "West, West, West in California", proved a very popular offering. Leader forgot to mention that the song was composed by Mr. Carey, blind, composer-poet, of San Francisco.

Pray do not forget the many advertisers who made our Roster Edition possible last week. Buy that extra copy of the HERALD—only ten cents—leave it on your desk as a reminder and patronize those who have proved worthy to be called our friends.

Thirty to thirty-five is how the ratio stood of those who let Miss Wilkin know and those who didn't. When, oh when, will we learn to be *kind* enough, *considerate* enough, *fair* enough to notify our hostess, the Club, if we are expected at her board. It could easily resolve itself into a simple matter of courtesy to pick up the telephone and ring Oakland 1470 if one expects to attend a club luncheon or dinner.

There will be an institute of Government and Politics to be held Monday, June 23 to Friday, June 27 at 233 Post Street, San Francisco, under the management of the California League of Women Voters in co-operation with the University of California Summer Session, the Stanford University Summer Session and the State Department of Education. Mrs. Frank G. Law, chairman.

During the felicitations to the HERALD last week, Mrs. Carrie Hall made a motion that was speedily adopted to the effect

Mr. Lowenthal was right
"Even if you have to steal it, don't be without Radio"
RADIO SETS COMPLETE FROM \$12.00 AND UP
 Music—Book Reviews—University Extension Courses—
 Jazz Concerts—Political speeches

W. E. PINKSTON
 329 14th Street, Oakland
Demonstrations Phone Oakland 729 *Term Payments*

that all members subscribe *one dollar* for a year's subscription to the club paper thereby relieving the financial strain at a time when *ads* seem persistently elusive. Thank you, Mrs. Hall.

The result of this motion manifested itself at the close of the meeting with the following names accompanied by a big round dollar. The first to subscribe was Mr. Loewenthal, our gracious speaker, and next and quite appropriate was Mrs. Hall and so on. Here they are:

Mr. Max Loewenthal
 Mrs. Carrie Hall
 Mrs. S. Chalmers
 Mabel Kuss
 Mrs. Ella Andker
 Miss Sue Bradley
 Mrs. G. A. B. Spencer
 Ora S. Pennington
 Louise M. Schmidt
 Elva McGraw.

And sales of single copies of the HERALD at the top of the stairs amounted to another \$6.00. Good for the HERALD. eh?

One slight error in Mrs. Bloedel-Frye's ad of last week. Please note that her shop is at 1429 Broadway. Read her ad again. And Mrs. Morton's should have included the Hooven Letter Service and Sales Agency.

Good Printing Pays

Take advantage of our facilities and experience.

Inter-City Publishing Company

508 Broadway - Lakeside 2543

And now comes W. H. Pinkston with a nice ad anent Radio just after we feel we know all about it from the talk last Thursday. Mr. Pinkston is the son of our club member, Mrs. Laura E. Pinkston, give him a trial if you think of buying a radio.

MORTON'S

GRACE J. MORTON
 MULTIGRAPHING
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 Phone Lakeside 1354

ELECTROLYSIS a Specialty

Results Guaranteed
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 Beautiful"

**SOCIAL DANCES
 EVERY NIGHT**

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1933 Broadway



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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, June 16, 1924.

Number Three

Next issue Aug. 18-
FRIENDSHIP, love and peace are not things of treaty, contract or law—
they are of the very essence of the heart and soul.—*The Kalends.*

PROGRAM LUNCHEON

Thursday, June 19, 1924, 12:15 P. M.

SPEAKER:—

The Plans for the New Club House

These plans will tell you most eloquently of the joys and comforts we are to have in
our new Club Building on Webster street.

MUSIC—Community Singing will figure largely in the noonday festivities. But what-
ever you do don't miss day and this luncheon. Fun and enlightenment for everybody.

Plate 60 Cents.

Phone Reservations.

REALTORS GLEE CLUB GUESTS NEXT WEEK

Thursday, June 26, 1924, we will have a program particularly
pleasing for in addition to having Dr. Jennie E. Spencer of Los
Angeles, who, will be here in attendance upon the Osteopathic
Convention, and a well known platform speaker, it will be *Real Estate*
Week, and we will have as special guests the *Real Estate Glee Club*,
who have so frequently favored the Club with their delightful songs.

The Fanny Ward Miller School of Expression

Public Speaking Drama Scenes Coached
Assistance in Preparing and Delivering Addresses
Grace Culture Social Etiquette

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Clay at Fourteenth Street.
Phone Lakeside 6700

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Women's Club

The Business and Professional
Women's Club meets every Thursday,
12:15 p. m. in their Club Rooms, at
1741 Broadway, Oakland. Telephone
Oakland 1470.

Application has been made to the
Postoffice Department for entry as
second-class matter.

Subscription Rate - \$1.00 per year
Single Copies - - - 5 Cents
Advertising—1st page - \$1.25 per in.
" Elsewhere \$1.00 per in.

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SARAH C. BORLAND - - *Counselor*
FLORENCE M. KING - *Club Notes*

The Herald to Have Vacation

YES, the HERALD is to enjoy a short respite from its service to the club and cease to exist for a period of two months during the summer. The next number will in all probability be issued on Monday, August 18 with the same editorial staff at the helm, with the exception of one promotion, namely, that Mrs. Sarah C. Borland becomes *assistant editor*, instead of *counselor* as formerly. Mrs. King will continue with *club notes* as usual and assist the editor with the *advertising*.

Club members are asked to consult the two Oakland daily papers on Monday of each week for announcement of meetings, speakers, etc. Cards will be sent out for the more important club events—otherwise it should be understood that the program and music committees will continue to furnish food for thought and entertainment, at each weekly meeting, which no one can afford to miss. *And the daily luncheons will continue to be noon-day features.* An appeal is hereby sounded for a good snappy advertising manager to take full charge of all the advertising of the HERALD. Now its needs must be done by others on the staff whose quota of devotion and hard work have already been fulfilled. If there is a volunteer for this important work kindly leave word at the club as there should be a competent and fully equipped staff for the year ahead beginning in August.



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Superior Ice Cream

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OUR M. D.'s, D. O.'s AND D. C.'s

In response to many inquiries from club members relative to the physician members we take pleasure in submitting the following:

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- Barber, Dr. Edna M.
1st Nat. Bank Bldg.....Oak. 6016
ResidenceAla. 2907
- Bush, Dr. Alice
5505 MacMillan Ave.....Pied. 3267
- Dutton, Dr. May L.
Fabiola Hospital.....Pied. 162
ResidenceOak. 8783
- Kibbe, Dr. Minora E.
1802 Fruitvale Ave.....Frtvl. 18
- Merrill, B. E., M.D.
685 Thirty-six St.....Pied. 65
ResidenceLake. 5200
- Nusbaumer, Dr. Pauline S.
Vice-Pres. Western Laboratories
2404 Broadway.....Oak. 414
ResidencePied. 1973
- Palamountain, Dorothea, M.D.
826 Walla Vista.....Lake. 4205
- Shields, Dr. Lillian
512 Medical Bldg.....Oak. 7287
ResidencePied. 2008
- Swauger, Dr. Luella Stone
2019 Webster St.....Oak. 4845
ResidencePied. 846
- Wythe, Dr. Margaret
121 E. Eleventh St.....Mer. 176
ResidencePied. 7235-W

OSTEOPATHS

- McGilvery, Dr. Ella
410 Oak. Bank Bldg.....Lake. 7872
ResidenceLake. 6071
- Moreland, Dr. C. C.
Bacon Bldg.....Oak. 3622
ResidenceHumbold 1136
- Whitton, Katherine L., D.O.
808 1st Natl. Bk. Bldg.....Oak. 5768
ResidenceGlencourt 257

CHIROPRACTORS

- Whittaker, Florence M., D.O.
1469 First Ave.....Mer. 686

Guber Hat Shoppe
Announces
All Summer Hats
HALF PRICE
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Phone Oakland 4619

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"The Response to the Best Is
the Inspiration of Progress."
Quality Printing will be found
both efficient and economical.
**Inter-City Publishing
Company**
508 Broadway - Lakeside 2543

OUR THURSDAY DINNER

We concur with Miss Lillian Palmer, who gave us such an interesting review of some of the current books of fiction: It is deplorable that so many authors today attempt to interpret the psychology of the business woman when they have such a limited knowledge of the subject.

How very happy we were after listening to those exquisite solos by Mrs. Keesling, accompanied by the gracious Margaret Blake. Such quality of music makes us clamor for more of the same.

Zanette Potter and Georgie Maiden said the right thing at the right time in the right way in honor of Flag Day. Do the Oakland business women know how to make Club life a fine art? *Vote Yes!*

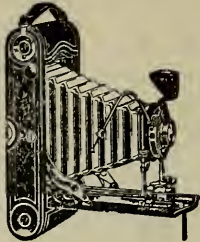
That self-reliant Zanette Potter has the temerity to talk about a vacation. Gone are the days of the "clinging vine" type, Thank Goodness! Fair play the key note for tomorrow.

JEAN DE LAIR, of
Publicity Committee.

Be enthusiastic—it is contagious.

\$10.00
Will Make You a
SHAREHOLDER
in the
**Business Women's
Holding Company**
See Josphine McClenegan

Adeline Jean DeLair
*Scientific Sales Letters
Public Stenographer
Notary*
412 First National Bank Bldg.
Lakeside 2011



TAKE A KODAK
On vacation, mail the films; we will develop and return by next day's mail.
SMITH BROTHERS
472 13th Street

**Colonial
Cafeteria Co.**
*Phone Lakeside 1806
FRANKLIN at Fifteenth
OAKLAND, CALIFORNIA*

*There is a place for everything
in a
West-Made Desk*
WHITE & DUNBAR
Desks and Chairs
516 13th St. - Lakeside 9394

DO YOU KNOW THAT
I think
We are here
To laugh, and love, and lift;
And not to war and strife;
Yes! to love our fellowman
And serve him all we can:
This, and only this,
Makes life!

—West.

—the way to the poorhouse is paved with too much credit?
—people who get to the top are not afraid of up-hill work?
—the man who shows off least generally shows up best?
—wisdom is an accumulation; not an acquisition?

—egotism is the anaesthetic nature administers to deaden the pain of being a fool?

TICKLISH

Coed—"Your new overcoat is rather loud."

Frosh—"It's all right when I put on a muffler."

Two small boys were puzzling their brains to invent a new game. At last one of them said, eagerly: "I know, Billy; let's see who can make the ugliest face."

"Aw, go on!" was the reply. "Look what a start you've got!"

A French woman, proud of her limited knowledge of English and an American woman, proud of her limited knowledge of French, met at a sociable. The French woman insisted on expressing herself in bad English, and the American would talk nothing but bad French. At last they arose to go.

"Reservoir," said the fair American.

"Tanks," responded her new friend.

Prof.: I advise you to write your thesis on an empty stomach.

Med. Student: Excuse me! I am not a tattoo artist.

Just as everybody is wondering whether he will be able to meet his income taxes, comes along the announcement that they have discovered a new serum that may prolong life.

"If you're not feeling well, why don't you go to your doctor? Can't you trust him?"

"Oh yes, I can trust him; the trouble is he is not altogether willing to trust me."

"One summer I spent my vacation on a farm with two old maids," observed a story-teller the other night. "The corn season had just opened and we had corn every day. I observed that when Mary ate corn Lizzy didn't; when Lizzy did, Mary didn't. I couldn't figure it out; so one day I asked: 'Mary, how does it happen when you eat corn Liz doesn't, and when Liz does you don't?'"

"'Ho, ho,' said Mary, a little hot under the collar, 'we hain't only one set of teeth you idiot.'"

"Sir, your daughter has promised to become my wife."

"Well, don't come to me for sympathy; you might know something would happen to you, hanging around her five nights a week."

Mr. Lowenthal was right

"Even if you have to steal it, don't be without Radio"

RADIO SETS COMPLETE FROM \$12.00 AND UP

Music—Book Reviews—University Extension Courses—
Jazz Concerts—Political speeches

W. E. PINKSTON

329 14th Street, Oakland

Demonstrations

Phone Oakland 729

Term Payments

Among Ourselves

The Public Stenographers made good use of the daily luncheon hour in the Club room Wednesday, by having a conference at the lunch table. Jean DeLair was the responsible party.

Again the Club room has proved its service. The Branch Bank Managers and the Safety Deposit staffs of the banks of Alameda County, had a banquet in the Club rooms on the 5th. Our thanks are due to Mr. Henry Dodge of the First National Bank for making it possible for the Club to have this opportunity.

President Suzanne and a coterie of followers journey to S. F. Sunday for a meeting of the Board of Directors of the state organization of the B. & P. W. C.

FUNDAMENTALS.

A little house, a bush, a tree,
A laughing child to play with me.

A task that fills the fragrant days,
But leaving time for prayer and praise.

A garden bright with pink and gold,
Full harvest as the year grows old.

For every day some bookly gain;
For twilight, music's sweet refrain.

A dozen friends with gifts of cheer,
And love, more tender year by year.

With these, and springtime at the door—
What mortal man could ask for more!

—Thomas Curtis Clark.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, December 8, 1924

Number Four

INVOCATION: Almighty God, Father of all, from whom every good and perfect thing cometh, to Thy service we dedicate this, our home in the holy spirit of fellowship.—BIRD WILSON, officiating at the club dedication Sunday, November, 30, 1924.

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BUSINESS MEETING

IN

CLUB DINING ROOM—*Second Floor*

Thursday noon, December 11, 12.15 P. M.

This business meeting will be different. Every club member should be interested in hearing the report of various committees having to do with the erection and furnishing of our new club building. Then it will be our first luncheon all to ourselves.

Phone your reservation—Oakland 1470 by Wednesday, Dec. 10

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THE PHILOMELS

Will please start once in December. Mrs. Nattinger will serve us a nice supper in our own club dining room at 6:15 on Saturday, December 13. Let's have one hundred percent attendance. It will be quiet for an important business meeting. Meanwhile kindly ask all your friends to save all articles that can be sold during our rummage sale scheduled to take place on January 30 and 31 of the new year.

EDITORIAL.

Follow excerpts from the beautiful contribution to the club dedication last Sunday given by Miss Bird Wilson on the subject of
"OUR HOME—ITS SPIRITUAL SIGNIFICANCE"

* * * * * As the family is so often described as the bulwark of the nation, so the home is the bulwark of the family, still the place of safety, the haven, the center of kindred thought, the birthplace of inspiration.

We thrill with pride when we hear of The Spirit of America, and glow with the warmth of gratification at the tributes to its character, the spirit that animated the founders of the nation when they established their homes in an unknown land, the spirit that has continued with the builders of the nation unto this day, the spirit which shall, please God, endure with it so long as nations shall exist,—the spirit of love for the common good, the good of all. That spirit was born in the home, nurtured in the home, and comes to its greatest power in the inspiration of the home, the spirit that makes one family of all mankind.

So it is necessary that every individual, every group of individuals, whether a small association in a community or the leaders of the nation itself, shall have a home, a haven, a place of refreshment, of inspiration, a center from which to express this spirit of love for the common good.

To-day we come together for the first time in this, our home, to rejoice in its protecting character, to enjoy the communion with kindred souls, to receive its inspiration, and to appreciate its real place in our lives. And while to the casual eye it may appear to be a structure of brick and stone, which will in time disintegrate and pass away, we know that in reality it is made up of elements that cannot be destroyed, that will never perish.

We know that the foundation of this home is Truth, permanent, unchanging, everlasting; Truth, which brings honesty, sincerity, loyalty, generosity, and above all, understanding, understanding of the motive prompting every act within this home; the understanding which leaves no room for criticism or jealousy or pettiness; the understanding which sees behind all and through all the animating spirit of love for the common good.

Of such a home can it be truly said, "it is not made with hands". It is a lasting house of light, to guide the trusting heart and lead the way to God.

It is a home that shall endure forever, in the influence it yields on those who dwell and work within its walls, imbuing each and every one with the spirit of fellowship and loving service, renewed courage, and renewed enthusiasm for the work that is ahead, the spirit that is so well interpreted by the emblem of our national organization, the Winged Victory of Samothrace, depicting not only victory over obstacles surmounted in the past, but still pushing forward, with vibrant, pulsing energy, to meet the work of tomorrow.

It is an influence that shall endure forever, I repeat, as it enters into our own lives and, expressed in our words and deeds, extends to those with whom we meet, and through them on and on into the lives of those who follow after, until, like the pebble thrown into the pool, its ripples extend in ever-widening circles unto the very shores of Infinity.

A DELICIOUS DESSERT

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THE RECEPTION

More than 1900 guests passed through our building before 9:00 o'clock last Tuesday night upon the occasion of the public dedication of our new club home. There were out-of-town guests from San Jose, San Francisco, Richmond, and Alameda. One and all pronounced the new club house one of the most beautiful in the west. It was interesting to note the looks of surprise from local business people who had not dreamed of anything so fine inside, judging from the modest exterior of the building facing the street. The draperies, the decorations, the floral gifts, the program, the splendid appearance of our club members all went to make a highly successful evening, and one that made a profound impression on the community as a whole. The crowd amounted to a crush at times but finally by good team work all were made happy and escorted up the stairs for refreshments before making their adieux. Hundreds inspected the building thruout and extended hearty congratulations to those having the affair in charge.

—O—

"Isn't it inspiring to find life so much bigger than you dared hope? Why, I could call the whole world by its first name tonight?"

That is the way the B. P. W.'s felt last Tuesday night, is it not?

—O—

Mary Barnby proved a wonderful generalissimo of the occasion, keeping everybody straight and moving.

—O—

Edna Spencer with her assistant, Agnes McFeeley, certainly did themselves proud in the decorations for the reception.

—O—

Bessie Clow deserves great credit for the efficient way in which she handled the receiving and serving in the dining room. When you think that we fed over two thousand, you can realize that it was no easy task.

—O—

Among the beautiful gowns that we saw at the reception the other evening were those worn by Dr. Shields and Mrs. Chalmers. And Alice Burnell wore the creation she brought from Paris—and there are scores of others who looked very dainty and sweet and pretty. Mrs. Guber always does and so does Mrs. Jessen.

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CARD PARTY AND DANCE

Remember the card party and dance Friday night, Dec. 12. A good time for everybody—public invited.

Substantial prizes are forthcoming from the following donors:

Miss Escoffier (at Bekins'), Mrs. Guber, Royal Worcester Corset Co., Mrs. Henas (Sup. Ice Cream), Johnson Sisters (Beauty Salon), Mylady's Specialty Shop, Miss Saylor (Saylor Chocolates), Edgar Barber, Dr. Swauger, Miss Kuss, collected money, Bowman Drug Co., George Murry, Mrs. Beaumont, Smith Bros.

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THE GOLDEN KEY

The presentation of the golden key of our new club building by Dr. Lillian Shields, president of the Holding Committee, to Mrs. Susanne Chalmers, president of the club, was an impressive ceremony worth recording in this issue of the Herald.

Dr. Shields said:

"People sneered at St. Theresa when once she set out with only three half pence to found a hospital. What would these half pence do toward such a work? But they forgot that St. Theresa had first given herself.

"He who puts his heart, his life, into his service, has given that which will multiply his gifts a thousand times.

"Our dreams of the past two years have materialized. Today is a reality because a group of business women gave time, thought, money and themselves. This combination club and business building is the result of the combined efforts of the stockholders of the holding company. The building committee, assisted by the architect, has given great consideration to every detail of that portion of the building which the club will occupy. With these beautiful new quarters the membership should increase to 1000 in the coming years. The club should be a factor in all civic betterment. It should stand for greater fellowship and better service.

"The Golden Key is symbolical! It is the key that unlocks the door to a greater future for this club. Cherish well this golden key, Miss Chalmers, and use it wisely. Let not opportunity pass you by. The future possibilities of this club are limited only by your breadth of vision and ability to accomplish. Guard this key to the new club quarters, and when your administration is finished, pass it to your successor so that this magic key may continue to open up new fields of opportunity."

Mrs. Chalmers responded briefly and feely in accepting the key and promised her utmost effort to safeguard the interests of the club in every possible manner.

DORA B. COOLEY
Stenographic Service

Notary

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AMONG OURSELVES

Sympathy is extended to Mrs. Whittaker in the loss of her mother who resided in England.

It is good news that Carrie Kennedy is recovering from a recent indisposition. Too bad to have missed the reception.

Alice Blote is confined to the house by illness, but we hope to see her smiling face again soon.

Ellen Dockery, from Fabiola, got out for the reception.

Katherine Watkins is in Merritt Hospital, recovering from an operation.

Millicent Mauer has returned from an extended visit in the East and will soon be with us again.

You're not forgetting to tell your friends about our cafeteria luncheon which open to the general public Monday, December 8.

Margaret Chase rode four hundred miles from Long Beach to attend our dedication and pronounced it well worth the trip.

That Fulton Theatre Party was surely a success. And the club cleared a goodly sum. Thanks to everybody who helped.

Will our joke editor, Florence King, "get busy" and run some good spicy, ticklish things in the Herald next week? We have been taking ourselves a bit too seriously of late and after being in the lime-light most conspicuously for the past month, or so, let us settle down and enjoy a few good, hearty laughs.

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Now isn't it nice that the Oakland Bank will be the first to use our main hall? Officials and employees thereof will banquet there on Thursday night, December 11.

And the Oakland Advertising Club will use it on the 23rd for their annual Xmas Jinks when they entertain numerous worthy kiddies with a Xmas tree, turkey dinner, an' nev'ry thing.

The Junior Installation Dinner takes place there also, on the 16th inst. Seniors cordially invited.

Keep the ball rolling, the more the merrier!

We were glad to have with us again, Dr. Neusbaumer, Hattie Lenhardt, Ellen Smith, Marion Thomas, Blanch Rollar, Alice Barker, Myra Cohn, Elizabeth McGibbon, Mrs. Marvin, Margaret Austin, Helen Birgsma, Jessie Eckles, and Florence Beaumont. Come often, ladies; we need you.

Have you heard our birds sing? They were presented by Ora Egan and shall grace our own lunchroom upstairs. Miss Wilkin has assumed the custodianship of our warblers, promising to feed them black seeds only which will make them sing. And not too much lettuce or apple—they will get too fat.

Eighty-six reservations were made in the regular way for last week's luncheon and 178 came. Too bad to cause inconvenience to scores of people because we won't use the phone. Hereafter Miss Wilkin will seat those who have let her know and the remainder will take their chances in line of those who are waiting.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, December 15, 1924

Number Five

XMAS ADAGE.

*Early to shop, Early to give
Makes our clerks feel, It's worthwhile to live.*

LUNCHEON

Thursday, December 18, 1924, 12.15 P. M.

SPEAKER

E. C. LYON

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BUSINESS WOMENS HERALD

Official Publication of the

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Manager, Clay at Fourteenth
Street, Phone, Lakeside 6700

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Mary Barmby.....*Vice-President*
Jean Baird *Rec. Secretary*
Edith Bakewell....*Cor. Secretary*
Eunice Pritchard*Treasurer*
Sue M. Bradley.....*Auditor*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Profesional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Gladys H. Barndollar
Elizabeth K. Clow
Bessie Wood Gustason
Dr. Minora Kibbe
Mrs. B. G. Whitaker
Miss Bird Wilson

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Sarah C. Borland..... *Asst. Editor*
Florence M. King....*Club Notes*
Jos. McClenegan..... *Advertising*

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Elizabeth K. Clow.....*Junior*
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And dreaming a little and doing much;
It's keeping always in closest touch
With what is finest in worth and deed;
It's being thorough, yet making speed;
It's daring blithely the field of chance
While making labor a brave romance;
It's going onward despite defeat,
And fighting stanchly, yet keeping sweet,
And being clean and playing fair;
It's laughing lightly at Dame Despair;
It's looking up at the stars above
And drinking deeply of life and love;
It's struggling on with the will to win,
But taking loss with a cheerful grin,
And sharing sorrow, work and mirth,
And making better this good old earth;
It's serving, striving through strain and stress;
It's doing your noblest, that's success!

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AMONG OURSELVES

Dr. Dorothy Palamountain was at luncheon again last week after an extended absence.

—O—

Those lovely rugs in our lobby are loaned by Bedros Hagopian, dealer in exquisite Persians.

—O—

Have you given our advertising manager a contract for an ad yet? Better ring her for she intends to interview each member of the club.

—O—

Mrs. May Perry came in last week—and so it goes—those seldom seen are returning to us “the once over” from time to time. And we don’t mind—we like it.

—O—

Fanny Ward Miller is looking for new studio quarters. Can you help her? The incrowding of apartment houses is causing all sorts of embarrassments to various club members including Mrs. Miller.

—O—

Dr. Wythe brought up the question of a “Dollar Day” last week and it “took” immediately. Mrs. Helene Gamble was appointed chairman to see that each one of us raises a dollar in some way that is “different”. Several had their dollar earned before leaving after lunch.

—O—

Come now let’s get acquainted with that new member. Introduce yourself at the luncheon table, ask for the strangers’ names, and soon everybody will be calling everybody else by their first names.

—O—

Mrs. Kennedy kindly requests that all monies not yet turned in from the Fulton Theater party be remitted immediately. Speedy co-operation appreciated.

—O—

What do you think? Jean de Lair has accepted the position of special... *impressionaist* of the HERALD. Read her first impression club events in a report of the Card Party and dance of Friday night. Watch your step, she will be watching for *impressions*.

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IMPRESSIONS OF A PERFECT EVENING

The dance was on!

I passed under the imposing arched door of our new home. Charming! gowned, handsomely jeweled, radiantly smiling women welcomed me.

I strolled into the ball room, longing for just one waltz. A hand touched my shoulder. Mrs. Hammond's voice whispered: "loving service behind the punch bowl very soon." I wandered upstairs.

Whist! And Table 25 needed another player. Just my age! I sat down, feeling in a victorious mood. Being a progressive business woman I moved up to table 26 on medium. Happy thought! Delicious punch was served. And now Norman Campbell's wooden whistle wouldn't whistle fast enough. I reached Table 30 on high.

Next, loving service of coffee and cake like mother makes. But that waltz music disturbed me. How could you resist it, Mrs. Henas? Back to the ball room I went, waiting, praying for a Big Brother to render loving service, but in vain. I turned, a loving smile, a Leap Year invitation and Mr. Bergsma rendered service. A hand suddenly touched my arm: "Progress to the third floor and choose the second prize before there's a riot!" Mr. Campbell ordered.

I skidded up the stairs to find that Mrs. Kennedy's and Mrs. McClennehan's brooding love for the love prizes expressed as Justice with Mercy! Our dear Mrs. Turner was proudly displaying the first prize—a half dozen maderia napkins—when I put on the brakes. Well, I needed those lovely pillow slips for my hope chest, and Mrs. Haviland wanted that turkey and she won it on the count of three.

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Those other beautiful gifts went in turn to the following winners: Mrs. Moran, Lillian B. Young, Charlotte Stevens, Mrs. M. Dye, A. R. Banks, Mrs. Edna Dennis, W. T. Hopkins, A. F. Toosie, E. D. Meissner, T. W. West, W. O. Helmer, Phil Hans, Eva Meissner, H. O. Fitch, Mattie A. Poore, Vivian Murphy, Mrs. R. E. Jackson, Helena Gamble, Leona Herman, Guy Skelton, May Campbell, Mrs. Kate Milisich, Mrs. Helen Banks, R. B. Fleet, Mrs. Bryson, Mrs. Stromberg, Florence Bussell. And Mrs. C. H. Secomb, the first door prize, a turkey.

There was another lady beside myself who wasn't in a working mood. Miss Wilkin! When you stop I play!

And where was Zannette Potter? Another reason why some of us loafed.

IT WAS A TREMENDOUS SUCCESS—socially and financially.

JEAN DE LAIR.

Rummage Sale.

The Philomels had a wonderful party Saturday night in the club dining room with a full attendance of members. Plans were discussed for the forthcoming rummage sale which will take place on January 30 and 31 of the new year. Will members kindly renovate their closets, bureau drawers, attics, etc., with a view to contributing to the success of the Philomel RUMMAGE SALE. Save your shoes, hats, suits, trinkets, bric-a-brac, pictures, vases, linens, surplus Xmas presents, and what-nots. We will need them all.

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IN FOR ANYTHING

A woman made a purchase from one of the flower girls in Piccadilly Circus and said: "I suppose you will be here on Wednesday! I shall want a lot of flowers for my daughter; she is coming out on that day."

"She shall have the best in the market, mum," replied the flower seller sympathetically. "What's she been in for?"

MAY M. SCHULER

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, December 22, 1924

Number Six

Peace on Earth, good will to men.

XMAS DINNER

Annual Club Event—Saturday, December 27, 6:15 P. M.

An unusually fine program will take place following a big buffet dinner in the club auditorium.

The December "belles" under the chairmanship of Mrs. Anna Simpson will provide a beautiful Christmas tree.

The musical program will include the singing of carols by the club members. Mr. Norman Price, tenor, will render the solo part to "Cantique de Noel" and participate in a quartette singing Christmas songs. The quartette consists of Helen Weisbrod, soprano; Hazel Marcus, contralto; O. L. Padell, baritone, and Norman Price, tenor.

Ethelyn Grace Mintz, contralto and new member of the club, will render Neidlinger's *Birthday of a King* with club chorus.

Thru the courtesy of the Wakefield-Reynolds Studios a series of dancing numbers will be given by the pupils of the school.

A record crowd is expected. Kindly mail your return post card by Wednesday before Xmas to insure reservations at dinner tables. Plate \$1.25.

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Official Publication of the

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Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Profesional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Florence M. King.....*Club Notes*
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A CHRISTMAS CAROL

BY

Philip Brooks

The earth has grown old with its burden of care,
But at Christmas, it always is young;
The heart of the jewel burns lustrous and fair
And its soul full of music bursts forth on the air,
When the song of the angels is sung.

It is coming, Old Earth, it is coming to-night!
On the snow flakes which cover the sod,
The feet of the Christ-child fall gentle and white,
And the voice of the Christ-child tells out with
delight
That mankind are the children of God.

On the sad and the lonely, the wretched and poor,
The voice of the Christ-child shall fall;
And to every blind wanderer open the door
Of hope that we dared not to dream of before,
With a sunshine of welcome for all.

The feet of the humblest may walk in the field,
Where the feet of the Holiest trod,
This, then, is the marvel of mortals revealed
When the silvery trumpets of Christmas have
pealed,
That mankind are the children of God.

NOTICE!

The *Herald* will take a holiday
vacation of one week—that is, no
Herald will be published next week
but a *New Year* edition will be
issued on Monday, January 5, 1925,
as usual.

THE HERALD STAFF

hereby extends the Seasons
greetings to all Club members,
Wishing them a Joyous Xmas
and a
Happy and Prosperous New Year.

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AMONG OURSELVES

Sympathy is hereby extended to Miss Louise M. Schmits in the loss of her mother.

—o—

The Public Health Nurses' Association gave their annual dinner in the club dining room on Friday night last,

—o—

The Real Estate Board gave their annual Xmas dinner and jinks last Saturday night in the main hall.

—o—

Mrs. Schertzer has sold more than 160 cans of our Xmas candy. Hurrah for her! Who else will take a can? You know the club gets a little profit on each can.

—o—

Recognition is hereby given to other donors to the club who were not mentioned previously:

Madame Georginne Millinery, Piedmont Beauty Parlor, Miller Ice Cream Co., The Copper Shop, Colonial Cafeteria, Yellow Lantern Art Shop, Spencer Dahlia Garden, Fred Osgood Drug Co., Palace Market, Martha Holmes, corsetiere, and Kahn Bros.

—o—

Mrs. Petraglio of Kansas City, Mo., writes Miss Wilkin a very lovely letter of felicitations of our new club house. She visited us last year and says: "How I wish I could visit you all again and rejoice with you. Surely your Xmas cheer will be brimful and running over."

—o—

What a fine Santa Dr. Kibbe did make! But she came down the fire escape instead of the fire place, so modern and up-to-date-like. Captain Day loaned that lovely Santa Claus costume, and the bells, did you ever hear sweeter ones? They were graciously loaned by Mrs. Henry Wetherbee of East Oakland. The bells came from Jerusalem and are ever so old and fine. The big bells have jingled across many miles of snow in New England—they also are very old and very precious. Thank you exceedingly, Mrs. Wetherbee and Captain Day. May you see many more Christmas days.

—o—

And dear Mrs. Grant Miller, how well she always reads to us at Xmas time, and such a sweet message as her reading contained.

Rummage, Rummage,

RUMMAGE!

Yes, the Philomels are next in line for a club activity. And ladies, this will cost you nothing. No ticket to buy—how glorious! We want not your money but all your spare clothes, pictures, kitchen utensils, shoes, stockings and everything you don't particularly need. We will collect them if you will save them. Mrs. Henas has the right idea. She has installed a *Rummage Box* in her kitchen. And it is so big that friend husband stumbles over it every morning and is thereby reminded to put a tie or a shoe or something in it each day. He will be glad when January 30 and 31, 1925, is over, he says—for that is the time the Philomels conduct the big rummage sale. One night will be reserved just for club members when we can "take our pick."

And then watch those presents you get for Xmas. Who knows? You might get two of something or other which might just as well be put in the rummage box.

Tell your friends about our rummage sale when you are wishing them a Merry Xmas, eh?

—o—

SPECIAL MEETINGS

Mrs. Anna Simpson calls a meeting of the December "belles" for Friday night, December 26, at 7:15 p. m. in the club rooms. All those born under the sign of Sagittarius please be there.

And Z. W. Potter is calling a rehearsal the same evening of all club members who sing and will assist in the Saturday night program in the singing of Xmas carols. Please be there at 7:15. Your services are greatly needed.

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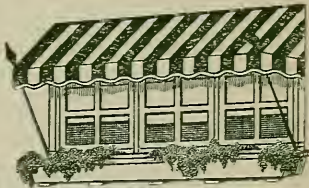
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*Wishes to extend to the Club
 members through the columns
 of The Herald
 Greetings of the Xmas Season
 and
 All good wishes for the
 New Year*

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XMAS SMILES

A bird in the hand is bad table
 manners.

—0—

Smile all your face can stand—
 most faces can't stand a lot.

—0—

We women get old when we no
 longer deny that we did most of
 the proposing.

—0—

One uses sixty-four muscles to
 frown and only thirteen to smile.
 Why work over time?

—0—

Inspiration isn't necessary. In-
 ventor of saxophone probably never
 heard a coyote addressing the
 moon.

—0—

A widower with nine children
 married a widow with seven. This
 wasn't a marriage—it was a
 merger.

—0—

"Have you ever shaved a crazy
 man?" said the barber.

"No, but climb into the chair.
 I'll do my best."

—0—

He—"Have you never met a man
 who seems to thrill every fiber of
 your being?"

She—"Oh, yes, once—a dentist."

—0—

Out in East Oakland in Miss Sher-
 man's school a banner teacher said:
 Now can anyone tell me the name
 of this picture? (holding up one of
 Washington crossing the Delaware.)

Small voice: Sure. Sit down. You
 are rocking the boat.

—0—

At Christmas.

Funny isn't it how much
 We care for folks we know,
 Yet seldom find, the long year thru
 The time to tell them so;
 Till Christmas, with its magic sway
 Turns life into a holiday
 And lifts us on its tide of cheer,
 To greet the ones we hold most
 dear.



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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, January 5, 1925

Number Seven

*"God be thanked that the dead have left still
good undone for the living to do—
Still some aim for the heart and the will
and the soul of a man to pursue."*

—Owen Meredith

LUNCHEON

Thursday, January 8, 1925, 12:15 p. m.

SPEAKER:

MRS. HARRIET GUNN ROBERSON

*President Roberson School of Personality
Washington, D. C.*

SUBJECT: "Your Life, How to Live it Victoriously"

Kindly stamp and mail card enclosed in HERALD envelope
so that all mail will reach Miss Wilkin by Wednesday,
January 7.

Look for a card each week—this new plan will save the club
considerable expense—kindly co-operate.

MUSIC—Madame Louise Mackay-Grant—vocaliste (new club member)
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1. The Pipes of Pan from "The Arcadian".....Monckton
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May a Happy and Prosperous New Year be yours!

A TIMELY SERMON

"Start the year right, when the sun comes to greet
you;

Give it a smile for each ray that it sends;
Shake off the worries that long to defeat you—
Strengthen your faith in yourself and your
friends.

Yesterday's ghost may be striving to haunt you;

Last year's errors may come to your brain;
Throw off the worries that trouble and taunt you—
Start the year right: begin over again.

"What a brief span is the longest existence—
One flashing journey from Nothing to Night.
Show, while you may, the old Roman resistance—
Off with the drowsiness, into the fight.

Start the year right, and you'll find, as it passes,
Something to live for, and something to love,
View not the future through indigo glasses—
Note the bright streams and the blue skies above."

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so hard to pay for it and allowing us
to use it?

Did you know, that Miss Victoria
Escoffier has loaned her own piano
to help out in the auditorium.

You cannot make a garbage can
out of the beautiful hardwood floors
and have them look like new again.

When a door is locked, there is
some reason for it. Please do not
jam the lock, but get the key and
thus save another repair bill.

Safety first—Never leave a fire
burning or an electric heater on
when no one is in the building.

Do not waste gas, water, electri-
city. Bills have to be paid.

If everyone will help us take care
of our new building and keep down
overhead, it will be a source of de-
light and a thing of beauty for a
long time.

If such consideration is given
many mutual benefits will result.

—LILLIAN SHIELDS.

Please make returns at once
from theater and card party. Very
necessary.

OUR XMAS PARTY.

What a gladsome Christmas party on December 27th!

I stood in the window of the Romeo-Juliet balcony enraptured by the festive display in the auditorium below.

Green wreaths with a dash of holly adorned the walls, fitting symbol of our Christian heritage—Eternal Life, manifested by the Master Man of Nazareth!

Tables immaculately white—save for the bright, red candles that whispered: "I am the Light of the World"—were artistically arranged through the room.

Turkey dinner was announced. Conversation ceased while the members and guests gathered for the "Birthday Feast."

A profound stillness reigned as our gracious President gave the toast:

"Here's to you,
dear club member,
And to you,
most welcome guest;
May the year,
by next December,
Bring you all,
that you love best."

Reverend Harry McCreedy responded, then in quick succession our charming toastmistress, Miss Elizabeth Sherman, introduced Miss Lages, Miss Warner, Miss Flynn, Miss Stephenson, Mrs. King, Miss Kruger, and Dr. Shields, who toasted our teachers, nurses, social workers, Juniors, our building committee, the business woman, and our architect respectively.

Suddenly a burst of happy song from the heart of the flames as they leaped forth from our newly dedicated fireplace: "I will render you always happy, always healthy, always prosperous because you keep your hearts ever warm in loving service."

"Next 'Jingle Bells' floated thru the air,

followed by the clang of silver-ware;

And like playful children, we were set in motion

While 'Bonnie' took a trip across the ocean;

Then the Philomels heralded the 'Birthday of our King,'

And the quartette's praises made the rafters ring;

How the lights on the tree twinkled and played

Behind a riot of color as the dancers swayed!

Then back to our firesides, inspired anew,

To be kind, helpful, loving and true!"

—Jean DeLair.

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AMONG OURSELVES

Both Dr. Whitton and Miss Mabel Kuss have been on the sick list. Better now.

Mrs. Kennedy reports that about \$300.00 were realized from the recent whist party and dance. That's good!

Miss Chalmers attended the meeting of the District Board in San Francisco last week and brought back a visitor with her, a Miss Blank, from Bakersfield.

Will the club member who inadvertently carried off the piece of embroidered linen the night of the reception, please return same to Dr. Whitton or leave at the club?

Everybody is asking "Who was that peppy man who led the stunts the other evening at the dinner party?" Answer: It was none other than Mr. Snyder—our own Mrs. Snyder's husband. Talented family, eh?

Anna K. Johnson, new club member, is president of a brand new organization—The EAST BAY HAIR DRESSERS ASSOCIATION, which is giving its first entertainment and dance in the club auditorium Tuesday night, Jan. 6. Tickets 50c.

MARRIED.

A. Eleanor Brazill to Mr. Elbert John Hall at Santa Ana, Dec. 14.

An especial vote of thanks is hereby extended to Miss Reynolds and her sister whose dancing students entertained us so splendidly after the turkey dinner on Saturday night. And Mrs. Minty and Mr. Price, and the quartette should also be remembered. Thank you one and all, good singers. Yes, and Mrs. Simpson was especially mentioned by the President for the decorations of the Xmas tree, the stage and the auditorium. Mrs. Harris and Mabel Little helped, too. But who fell thru the box into the Xmas tree. Editor knows but she won't tell.

IMPORTANT MEETING.

The Philomels will meet again next Saturday night at the club.

Every member should be present—much to do to prepare for our RUMMAGE SALE.

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Mabel Brousseau, Teacher of Piano
Bertha E. Busch, Beauty Culture
Lea Brunquist, New York Life
Constance L. Ferguson, Ladies'
Ready-To-Wear

Mary Friedberg, Kahn Bros.
L. E. Gunsolvs, Therapeutics
Louise Mackay Grant, Teacher Voice
M. Lena Hammerly, School Dept.
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Nell Harris, Spirella.
Denise Hughes, Security Sales.
Dr. K. M. Kent, Physician
Mrs. Wm. W. J. LaCroix, Singer.
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Susie Nichols, Millinery.
May C. Olin, Teacher.

Teresa Rogers, Laundry Co.
Nellie J. Sutherland, Saleswoman.
Phoebe Teal, Real Estate.
Kathryn Weaver, Chicken Breeder.
Marguerite G. Weaver, Accountant.

Stockholder's Meeting.

NOTICE IS HEREBY GIVEN,
that the annual meeting of the
stockholders of the BUSINESS
WOMEN'S HOLDING COMPANY,
a corporation, will be held on Mon-
day, January 19, 1925, at 7:30
o'clock P. M. of said day, at the
office of said company, 1608 Web-
ster Street, Business & Professional
Women's Club Building, Oakland,
California, for the purpose of elect-
ing the directors for the ensuing
year, and for the transaction of such
other business as may properly
come before the meeting.

Dinner will be served at 6:30 P.
M.; price, 75c per plate. Please
phone reservations not later than
January 15, 1925.

Business Women's Holding Company.
By BIRD M. WILSON, Secretary.



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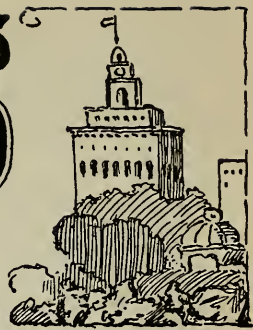
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OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, January 12, 1925

Number Eight

*To labor with zest, and to give of your best,
For the sweetness and joy of the giving,
To help folks along with a hand and a song,
Why there's the real sunshine of living.*

DINNER

Thursday, January 15, 1925, 6:15 p. m.

SPEAKER:

MISS MARIAN DELANEY

President California Branch League of Women Voters.

SUBJECT: THE 20th AMENDMENT—*Letting Well Enough Alone.*

Miss Delaney needs no special introduction as she is well known for her activities in legislative matters in behalf of women in this country, and state.

Kindly fill out card enclosed if you wish reservation.

Also—and this is most important—fill out last week's card whether you came to luncheon or not—Miss Wilkin needs the up-to-date data for her files.

The Plate—75 cents.

Music.

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Florence M. King.....*Club Notes*
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Lucille Fine.....*Secretary*
Harriet Bakewell.....*Treasurer*

HOLDING COMPANY

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Bessie Wood Gustason, *V.-President*
Miss Bird M. Wilson . . *Secretary*
Mrs. A. M. Jessen . . . *Treasurer*

A CHERISHED COMMUNICATION

The following letter received from Mr. H. C. Capwell upon the occasion of our dedication should be preserved and it occurs to the Editor that the HERALD is the best means of recording it.

To the Members of the Business and Professional Womens Club.

The dedication of your new building with its spacious club rooms marks another achievement in Oakland's growth and that this step forward is due to the initiative and business acumen of the progressive business women of Oakland is a matter of congratulation, not only to yourselves, but to all of us who are endeavoring to make Oakland a metropolitan city. We commend you on your civic pride, and wish your organization every success in the attainment of its ideals and purposes.

You have a beautiful building worthy of your Club, and one that is a decided asset to Oakland.

We congratulate you.

Yours truly,

H. C. CAPWELL.

Too bad the Heralds were a bit late last week in some districts of the city. The Editor begs to inform that the trouble lay not at her door. The new method of sending out all the Heralds in envelopes is expected to expedite materially. All were mailed at the same time on Monday afternoon, January 5, earlier than usual, at the Taft and Pennoyer branch post office. That is as far as we have been able to trace them. The Supt. of Mails who was consulted could throw no further light upon the situation. Very sorry—kindly ask your mailman about it this week.

If for any reason the above program of mailing is interfered with the editor will gladly proclaim the extenuating circumstance—otherwise expect your Herald on Tuesday of each week. And right then and there, please mail card back to Miss Wilkin. Business women—of all women—should be systematic and business-like.

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IMPORTANT NOTICE.

Miss Chalmers is most anxious to get all the returns in from the recent card and dance party as a report must be made to the Holding Company. This is imperative—please give the matter your immediate attention.

DORA B. COOLEY

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RUMMAGE SALE

The Philomels will conduct a Rummage Sale in the FREE MARKET, Tenth and Washington streets, for the two days of January 30 and 31. Each club member is asked to co-operate to make this sale a great success. Any thing that is salable will be accepted. Here is a suggestive list: Clothing, underwear, shoes, dresses, stockings, hats, coats, scarfs, skirts; pictures, bric-a-brac, trinkets, jewelry, sheet music, graphophone records, comforts, blankets, rugs, furniture of any kind, kitchen utensils, odd bits of dishes, vases, cutlery, groceries, canned goods, candy, nuts, etc.

Will each member assemble her donations *at once*, either leave at the club or ring, Lks. 1470, and they will be called for in due time.

There will be a pre-rummage sale at the club rooms for club members only on Saturday night, January 24, where one may purchase any coveted article her neighbor is good enough to bring. There will be door prizes and several happy chances to draw "big" returns. So hold that night open and plan to contribute your biggest "mite". All this for the benefit of the piano fund—it must be paid for.

PIONEER DAY

Mrs. Sarah C. Borland is appointed chairman of Pioneer Day which will be celebrated at a club dinner Thursday, February 12, combining the event with a recognition of St. Valentine's Day. Mrs. Borland requests that each member send in to her a picture of herself when she was dainty and dimpled—any age from one day to ten years, perhaps. A prize is to be given to the one who guesses the identity of the greatest number of these likenesses. There will be other and various features to enliven this occasion and each one is asked to wear her very bestest pioneer dress, frills, lace, ruffles, train, and what-not, including old-fashioned coiffeur—and won't it be fun? Remember the date, February 12, and send in your picture soon.

Bring your *Rummage Sale* articles to the club this week. Place in the little telephone booth in lower front hall—some *Philomel* will place them in south store room that has been loaned to us by the Holding Company.

Are we not all grateful because Madame Louise Mackay-Grant has become one of us!

Think of this: When the Oratorio Society, composed of five hundred voices, presented the Christmas performance of the Messiah in New York a few years ago, the soprano soloist, failed at the last moment. In the emergency, Frank Damrosch, the famous director of the Oratorio Society, called upon various notable singers; Gadsby, for instance; but without results. And who do you suppose was called out of the audience to sing this part? Our new member who so beautifully rendered *The Pipes of Pan* from "The Arcadian" and "The Mither Heart" at our last luncheon.

Madame Grant had to leave the auditorium on that memorable night by way of the freight elevator, because an appreciative New York audience went wild. And do you wonder that an account of this was written up in European and German newspapers, and that Madame Grant heard about it when she went to Europe a few years ago?

We are fortunate indeed!

—Jean De Lair.

Opportunity knocks at our door so often that many fail to distinguish its rappings from the ordinary hum of business life.

M. M. CARTER

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LIST OF DONORS

Follow the list of gifts received by the club upon the opening of our new club quarters. Kindly advise the editor if there are any omissions. Heartfelt appreciations hereby extended to all those who so generously remembered us.

Antique Mahogany Table—Elizabeth K. Clow.

Piano Table—Mabel Kuss and Carola K. Cordell.

Writing Desk and Chair—September Morns.

Canaries and Cages—Ora Egan.

Rush Footstool—Copper Shop.

Brass Bowl and Stand—Yellow Lantern.

Brass Candlesticks—August Sunflowers.

Bridge Lamp—December Bells.

Dressing Table Findings—Bowman Drug Co.

Bottle Perfume and Powder—Mrs. Belknap.

Stand for Fern—Florence King.
Fern and Jardiniere—White & Polard.

Floor Lamp—Bates & Borland.

Torchieres—Miller & Warnecke.

Motto Picture—Florence King.

Fern—Mrs. Hattie Lehnhardt.

Fern—Mrs. Mary Maiden.

Curtains for Dining Room—Bessie Wood Gustason.

Guest Book—Mr. and Mrs. Arthur Gustason.

Candle Shades for Dining Room—William Allan Jackson.

Brass Fire Screen—Mrs. George Riggs.

Andirons—Miss Mary Goodrich.

Andirons—Wrought Iron—Elizabeth K. Clow.

Fern—San Francisco Business Women's Club.

Mirror—Georgia Maiden.

Mirror—Oakland Rotary Club.

Picture—Morcoms.

Brass Candlesticks—Miss Mary Campbell.

Candlesticks—San Francisco Business Women's Forum.

Motto Picture—Dinuba Business Women's Club.

Clock—Mr. and Mrs. William Bergsma.

Flag—Oakland Lions' Club.

Chair—Susanne M. Chalmers.

Deagin Chimes—Mrs. Emma Shertzer.

Lounging Chair—Dr. Shields.

First Aid Service Kit—Mabelle Sawyer.

Wood Basket—April Showers.

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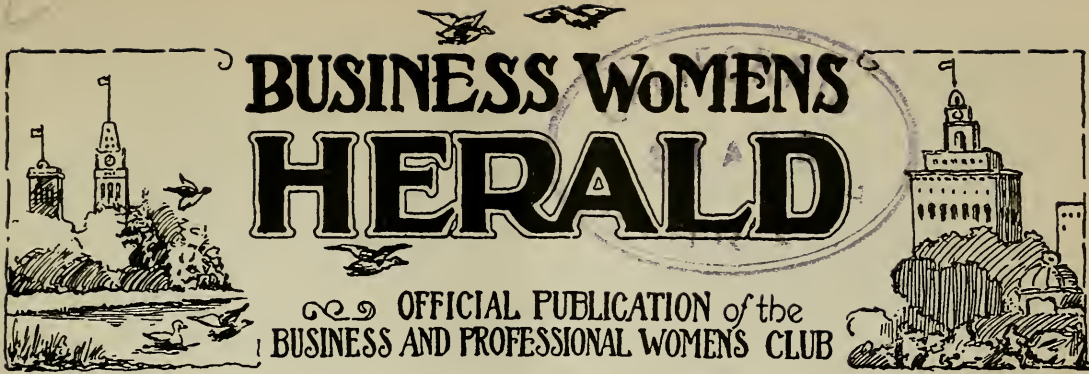
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OAKLAND

Volume Two

Oakland, California, January 19, 1925

CALIFORNIA

Number Nine

Great beauty, great strength, and great riches are really
and truly of no great use, a right head excells all.

BENJAMIN FRANKLIN.

LUNCHEON

Thursday, January 22, 1925, 12:15 p. m.

A BUSINESS MEETING

MAE WILKIN says:

The time has arrived — when it is possible — to tell you — how 'twas done — you were told — what we had — at the start — you will now — hear about — the finishing part — A business meeting — with various reports — a number of speakers — not to say an orator — or two — will convey to you — items a few — which will bring — joy to your heart — and happiness to OUR hearthstone.

You will enjoy the luncheon, the goodfellowship and the optimism.

Mail enclosed card at once to insure reservation.

MUSIC, — yes, we will sing to get ready for the 27th function.

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Sue M. Bradley.....*Auditor*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Profesional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Bessie Wood Gustason
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Miss Bird M. Wilson . . *Secretary*
Mrs. A. M. Jessen . . . *Treasurer*

AN UNTIMELY PASSING

Dorothy McDermott, Junior member, who was the unfortunate victim of an automobile accident on January 14, will be remembered as one who took part in the Junior program of entertainment last year. Miss McDermott who was nineteen years old at the time of her passing was the eldest daughter of Mr. and Mrs. P. V. McDermott of Randolph Ave., this city. Heartfelt sympathy is hereby extended to the family and friends of the deceased.

WHERE CREDIT IS DUE

Mention of Mrs. Roberson's talk to members at the Thursday luncheon of a week past was inadvertently omitted from the HERALD's last issue. To say we fell "under the spell" of her magnetic personality goes without saying. And who could not be benefited by the reiteration of her wonderful, optimistic philosophy? We were all this and more. Mrs. Roberson has attracted many interesting people to our club home by holding her delightful series of lectures in our auditorium during the past week. The series of talks are continuing in the lounge room and are well attended.

LECTURES

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HOUSEHOLD GOODS
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This letter interests and pleases
us. Here it is and here is the poem:

Dear Editor—

*I am enclosing a little poem to
Oakland written by my sister. I
thought if it met with your ap-
proval, it might be appropriate
for the HERALD. Since I have nothing
of value to give to the HERALD, I
thought I might do so by proxy.*

*I certainly enjoy receiving the
HERALD each week. It keeps me
in touch with the club, even when I
am unable to attend as I would like.*

Sincerely yours,

ELOISE B. CUSHING.

—o—

OAKLAND

With the cloak of the hills round
your shoulders
You sit in the lap of the Gods;
And the world brings you tribute,
while smoulders
The fire of your blossoming rods.
Where all men live their lives in
the sunshine
And birds, bees and flowers fill
with song
The bright gardens of winter and
springtime
Where children play all the day
long.
May you never forsake the broad
pathway
That Nature has hewn for your
feet;
And on Destiny's preordained
highway
God's standards be those that you
meet.

Hortense M. Cushing.

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RUMMAGE

Have you sent your donations to the clubhouse yet? The *Philomels* are waiting to receive them, to get the numerous articles segregated, priced, etc. And this takes time—so *will* you—**EVERY CLUB MEMBER**—lend your *immediate co-operation* to make the **RUMMAGE SALE** a huge success.

Our debt on the piano could easily be cancelled if all would lend a hand. *Deliver your bundles today.* Why? Because next Saturday night, Jan. 24, the *Philomels* will hold a **CLUB RUMMAGE SALE** in our own auditorium to which all club members are cordially invited—The admission is *10 cents* and each member is permitted to bring *two guests*—no more. There are a score of wonderful door prizes, all have an equal chance. Demonstrations will take place from the stage thruout the evening. Everybody will have a good time and all may purchase what their fancy chooses.

How delighted we are to secure space in the Free Market at 10th and Washington Sts. for the Rummage Sale. We will sell there all we can assemble without a doubt.

—o—

The *Philomels* are having delightful Saturday night dinners in the club dining hall followed by a business meeting and lots of hard work to get ready for their **RUMMAGE SALE** of Jan. 30 and 31.

If any club member can give any time to help on those days, phone Miss Johnson.

—o—

Recently Miss Mathilda Brown was a welcome and informing guest giving the members much needed information regarding the sale of Rummage.

RUMMAGE

RUMMAGE

UNTRAVELED

Mid gold-touched mist a portal
stands ajar;
Into the shadow lands we gaze
afar.

All mystery the road before us lies,
For dusk and rainbow veil it from
our eyes.

Mountains of steepness, valleys
green and fair,

Grim rocks and stones, flowers
fragrance-filled and rare—

Our fancy weaves them as we're
gazing there!

We dread—hope—dream—then,
waking, understand

How blurred our vision of that
stranger land;

And in our puzzlement we grip
God's Hand!

Glad and unafraid on this New
Year's Day

We take—God keeping us—the
untraveled way.

—Lillian Gard.

—o—

Tell your friends about the lovely stores and offices in our club building that are for rent. They are worthwhile. See Mrs. King.

NOTICE

All those born under the sign of Capricorn and Aquarius—otherwise those born in *January* will please phone their names to Mrs. Henas, Oakland 1200, before Wednesday next, in regard to the program of January 27 meeting. Please give this your attention at once.

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CLUB NOTES

The regular meeting of the stockholders of the Holding Company takes place Monday evening, Jan. 19, with Dr. Shields presiding. Dinner is to be served.

—O—

February 12 is the day for the old time dress and valentine party. Mrs. Borland is ready to receive your baby picture to be placed in the picture gallery for you to guess and identify your friends' faces. Prizes are offered.

—O—

Not all the returns from the card and theater parties are in yet—think of it! And Mrs. Kennedy does want to get things settled up so badly. The Holding Company is waiting for her report too, which makes matters worse.

—O—

Get on your best bib and tucker and practice your sweetest smile, for we are to be *hostes* to the Presidents of the Community Council at a dinner in the main hall on the evening of January 27. Next week you will have the opportunity to say if you will be there—plan to come—we hope they will enjoy our hospitality and it will be lovely to turn out in goodly number.

—O—

Our first dinner last Thursday night in our own quarters up stairs was a delightful affair. The room was cozy, the atmosphere intimate when Mrs. Riggs introduced Miss Marian Delaney who threw needed light upon certain questionable points regarding the child labor amendment. Consideration of the Lucretia Mott Blanket Amendment is now before us which aims to give men and women an equal footing in civic privileges. The speaker expressed her fears that the present protective legislation might be upset.

How lovely it was, too, to listen to Miss Jean Rabinwietz sing a delightful group of songs accompanied by Miss Dorothy Minty. Everybody voted to have these charming girls again.

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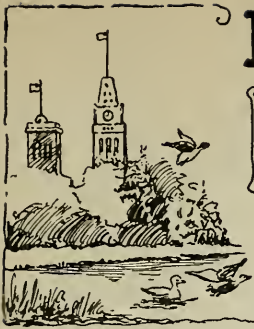


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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, January 26, 1925

Number Ten

Life is a grindstone, and whether it grinds a man down or polishes him up depends on the stuff he's made of.—Josh Billings.

EVENT EXTRAORDINARY DINNER

75 Cents

Tuesday, January 27, 1925, 6:15 p. m.

Special Guests will be the Presidents of the various Service Clubs.

SPEAKER:

DR. HAROLD C. BRYANT

of the University of California

SUBJECT — *Conservation of California Wild Life.*

Dr. Bryant is one of those delightful speakers who makes his subject so attractive, the closest attention is accorded him wherever he speaks. The card for your reservation was mailed you a few days since. The attendance will be large, returns are coming in rapidly.

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HIGH LIGHTS OF HOLDING COMPANY'S MEETING.

The Holding Company met at the call of Secretary Bird Wilson on Monday evening, January 19, 1925, with President Dr. Lillian Shields, presiding.

Mr. Chester H. Miller, architect, was present and gave interesting and illuminating facts relating to the building construction.

The President's annual report gave a detailed history of the Holding Company's project from the inception of the idea of a club building in November 25, 1922, bringing out the idea that we have our club building to-day because of an early faith in the project with pledges to support it and also by the investment sale of the stock to a large body of club members.

The auditorium must work all the time as a revenue of some \$300.00 is necessary to carry running indebtedness. And there is need of \$940.00 income per month to handle the finances satisfactorily.

Thru the efforts of Mrs. McClenegan and Dr. McGilvery, Mrs. Roberson paid to the Holding Company the sum of \$280.00 for the privilege of holding a recent lecture course. This is one of many possible sources of revenue.

The point was brought out that every stockholder is responsible for the indebtedness of \$60,000.00. The members have a reputation in the community to uphold and a personal pride to see their project thru to a successful culmination.

The report of the treasurer, Mrs. A. M. Jessen, gave a detailed account of the moneys involved which was highly approved and appreciated. Equipment to the amount of \$4000.00 has been ordered. The total disbursements to date amount to \$46,622.41.

The auditor's report indicated the total assets \$79,210.63 with a liability of \$60,000.00. Also a deficit from operations of \$2,494.37 to date which altho making a rather unfavorable financial showing, from a business standpoint the results are most gratifying and indicate the exercise of mature business judgment and ability for which those responsible are worthy of commendation.

Dr. Shields graciously gave credit for the following courtesies:

Thanks are due Mrs. Florence King for renting stores and offices; to Miss Bird Wilson for attending to all legal matters, keeping stock records, issuing certificates and drawing up leases, etc.; to Mrs. Jessen for her untiring and faithful services as treasurer and for keeping all accounts in such creditable manner; to the accountants, the broker, the real estate and insurance people who have also rendered service.

And best of all for the sustaining faith and cooperation shown by the stockholders thruout the entire two years previous to the completion of our beautiful club house.

Club Calendar

SAVE THESE DATES

January 27—Dinner 6:15 to Community Council—Service Club Presidents. Dancing.

January 30, 31—RUMMAGE SALE at Free Market, 10th & Wash., conducted by *Philomels*.

February 8—Sunday 2:30 to 5 P. M. Reception to new members.

February 12—Thursday—Valentine Party and Old Time Costume Party. Mrs. Borland, Chairman.

February 17—Junior Valentine Dance in Auditorium.

February 19—*Theater Party*. Crane Wilbur at Fulton in "The Last Warning."

Watch this club calendar in the *HERALD* — *it will help you to keep your dates.*

CLUB NOTES.

Remember the dinner is to-night—Tuesday, not Thursday of this coming week.

The attendance at the business meeting on Thursday was very gratifying, and reports, snappy and interesting.

Activities Committee reported the combined net proceeds from theater and card parties held in December, \$609.02. Good for us.

Did you realize that the club furnishings and general equipment has cost us only \$1814.56 to date? All taken care of without any assessment usual in such cases, and that we had on hand \$1033.55 on January 1.

Eloise B. Cushing made proposition to change the manner of elections by amending our constitution and by-laws. The plan follows that of our state primary laws and no doubt will simplify as well as expedite election matters.

Our club should be right up-to-date in all these matters.

Membership Committee reported an addition of more than 100 new members since beginning of drive. When the membership reaches 400 the initiation fee is destined to become \$15.00 and the annual dues \$12.00.

Moral: get your friends' applications in now—every minute counts.

Our own Miss Saylor is a generous soul and gave 15 pounds of her choices candies to the *Philomels*. Long live the Saylor chocolates—they are the best ever!

Mighty nice of Smith Bros. and Whitthorne & Swans and Saake's art store to make substantial donations as well as all the good club members who have been so generous. Now, who will be next? The *Philomels* seem insatiable and are saying they haven't half enough yet, no not one third enough! Think of that!

Goodness, what an array of men guests we are having for our Tuesday night dinner. These have responded to our invitation so far, but more undoubtedly will be present:

John Snape—*Lion's Club*.

E. C. Lyon—*Chamber of Commerce*.

Sherwood Swan—*Downtown Ass'n*.

T. W. Gibson—*Knights R'nd Table*.

J. H. Pedgrift—*100 Percent Club*.

Warren T. Williams—*Rotary Club*.

F. M. Caldwell—*Real Estate Board*.

F. M. Ray—*Up-town Ass'n*.

J. D. Rosborough, *Fellow Band Club*

Jean de Lair is getting up statistics on the number of business women, who let the fact that they have no husband, ruin their lives.

The candlesticks recently presented to the club were given by the Oakland Business Women's forum, not otherwise as stated before.

My, how the *Philomels* are working to "put over" their Rummage Sale. They are at it night and day, literally, and deserve all possible success.

Mabel Little and Dr. Nusbaumer of the Western Laboratories are among the fifty to whom certificates of approval for public health laboratory service are given by the State Board of Health for 1925.

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Phone Lakeside 1341

Editorial—Continued

The following Board of Directors were elected: Dr. Lillian Shields, Mrs. A. M. Jessen, Mrs. Bessie Wood Gustason, Miss Bird M. Wilson, Miss Susanne M. Chalmers, Mrs. M. B. Guber, Miss H. L. Kruger, Mrs. Carrie E. Hall, Miss Dora B. Cooley, Miss Jennie M. Hammond, Mrs. Josephine McClenegan.

—o—

Mrs. Josephine McClenegan renting agent, hours at club building, 11 A. M. to 1 P. M. Phones Lakeside 514 or Oakland 1470. Residence Oakland 1604.

Club Notes—Continued

Z. W. Potter reported that the HERALD is "paying its own way" with a little to spare. The HERALD besides saving the club more than \$60 per month cites the weekly programs, lists the officers and sections, runs club news and club notes of all kinds, news items, and especially keeps us all informed as to the future club activities, to say nothing of serving as an advertising medium for club members and others who realize what it means to advertise in a sheet that is scanned by more than four hundred pairs of eyes every week.

—o—

The PHILOMELS are to be congratulated. Over \$200.00 was taken in as the result of last Saturday night's RUMMAGE SALE, and the end is not yet. If you were not there you missed a good time. Should have seen the transformation made on the three willing "victims" of beauty culture, namely Mrs. J. McClenegan who succumbed to the magical neva clay; to Mrs. Marshall who "fell" for a beautiful water wave, and to Jean de Lair whose raven locks rivalled the ripples of an uneasy sea in a stunning marcel. Thanks to Miss Ida May Bradley, sales manager of Neva Clay, and two or three clever operators; this was one of the drawing features of the evening.

Miss Mae Wilkin appeared in a perfectly new haircut—a stylish bob—and succeeded in augmenting the piano fund to the tune of more than eight dollars by disposing of a Xmas bank account, donated by the American Bank thru the courtesy of Dorothy Driggs—which helped some. Thanks, Mae.

—o—

JUNIORS' SAINT VALENTINE'S DANCE

The Place—Club House Auditorium
The Date—Tuesday, Feb. 17, 1925.
Admission—Fifty Cents.

This is the first dance given by the Juniors in the new club house. The support of all club members is earnestly requested to make it a success.

Monthly and Life Membership Phone Merritt 1927

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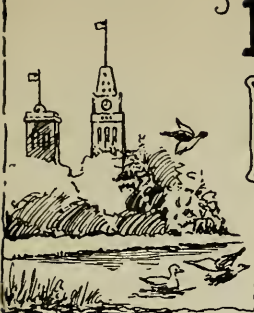
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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, February 2, 1925

Number Eleven

In life's small things be resolute and great
To keep thy muscles trained; know'st thou when Fate
Thy measure takes, or when she'll say to thee,
"I find thee worthy; do this deed for me?"

LUNCHEON

Thursday, February 5, 1925, 12:30 p. m.

Treat Extraordinary — Double Program

We are fortunate in securing

DR. PETER L. LERSCH

International authority on questions of health and hygiene, now lecturing
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Mary Barmby.....*Vice-President*
Jean Baird.....*Rec. Secretary*
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Sue M. Bradley.....*Auditor*

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Hrs. 11 A. M. to 1 P. M. Daily
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Residence: Oak. 1604

THAT NEW YEAR'S WISH

A month has gone by since you made that New Year's resolution, in all faith and in all sincerity. Has it even begun to move towards the goal of realization you had hoped for, or by chance has it dropped into the background of forgetfulness along with thousands of other wishes made at the beginning of the New Year. But should we not hold fast to our dreams—they are worth while.

What would we do in this world of ours,
Were't not for the dreams ahead?
For thorns are mixed with the blooming flowers,
No matter which path we tread.
And each of us has his golden goal,
Stretching far into the year;
And ever climbs with a hopeful soul,
With alternate smiles and tears.
That dream ahead is what holds him up
Through the strife of ceaseless fight;
When his lips are pressed to the wormwood's cup,
And clouds shut out the light.
To some it's a dream of high estate
To some it's a dream of wealth;
To some it's a dream of truce with Fate
In a constant search for health.
To some it's a dream of home and wife;
To some it's a crown above;
The dreams ahead are what make each life—
The dreams—and faith—and love!

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(Bessie J. Wood)

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CLUB NOTES.

Important dates ahead are:
Reception to new members next
Sunday, Feb. 8, 2:30 to 5 P. M.
Plan to be there.

Feb. 12—Valentine Party with Old
Time Costume.

Feb. 17—The Junior Dance

Feb. 19—Fulton Theatre Party.

—o—

Congratulations to Elizabeth
Sheele, former member and charity
worker, who recently accepted the
hand of Dr. Addison Bybee in mar-
riage.

—o—

The dinner last Thursday proved
an *event extraordinary*, indeed.
There was enough variety to the
program to please everybody. We
women can't gainsay the fact that
the presence of men at our parties
lends zest and interest always, and
they were there a-plenty and all
the presidents of our service clubs
in happy mood responded briefly to
toasts. The January snow flakes
under the chairmanship of Mrs.
Leorna Henas gave a laughable
light-seeing stunt in the ill-fated
"Rosalie", but best of all was the
illuminating message of Dr. Harold
C. Bryant on the *Conservation of
California Wild Life*. Seldom a
talk of this kind finds ready re-
sponse among a fun-bent crowd, but
Dr. Bryant has a message to con-
vey of wide human appeal and he
held the absolute attention and in-
terest of everybody for forty min-
utes. Dancing followed. And in
this connection can you ever guess
who led the grand march? None
other than our own, sweet, demure
Mrs. Borland with Bill Bergsma
for a partner. And Mrs. Borland
says she hasn't danced since she
was nineteen. Hard to believe all
this, judging from the way they
"reeled it off".

—o—

Our *Valentine* and *Old Time
Party* on the 12th must be the best
success ever. Send Mrs. Borland
your baby picture at once—you will
get it back—and we will have
much fun guessing *who's who*. And
be sure to wear a costume—climb
the attic stairs, unlock the old
trunk and get out that time-worn
creation. Don it and come to the
party—everybody must be there.

—o—

Yes, the Philomels have made
good. Their rummage sale was a
great success; more than \$500.00
will soon be paid to the credit of

the piano fund as a result of this
late venture at money making. Of
course nothing worth-while comes
easily and the Philomels have paid
dearly in time and effort to put
it over. The tax on their individ-
ual strength and nervous energy
has been terrific and their hands
are up with a "*Never Again!*" on
their lips—but time makes us all
forget and even now it is rumored
that a **SPRING SERIES OF EN-
TERTAINMENTS**, one of which is
a fashion show, will be announced
at an early date.

—o—

It might be of interest to note
that *hats* and *shoes* were hardest of
all to sell for anything near what
they were worth. Graphophone
records went best of all, with the
supply never coming up to the de-
mand. *Trinkets* and *jewelry* came
next with food stuffs a good third.

—o—

Everyone undoubtedly shares the
gratitude of the Philomels to
Bekins' moving concern for their
valuable services in furnishing men
and drayage from the club to the
Free Market. All donated.

—o—

So if you meet yourself on the
street someday, hat, coat, shoes
and all, don't be shocked, just
remember we have but recently
"exchanged favors" at the Rum-
mage Sale.

—o—

Will every club member who con-
tributed in any way to the success
of the Rummage Sale accept the
deep thanks of the Philomels—
every help was fully appreciated—
and all seemed most kind. Yes,
in the rush of things several bun-
dles could not be called for. Not
enough willing workers with ma-
chines and Mrs. McClenegan
worked overtime in this capacity.

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SAYINGS OF THE GREAT

Adam—"It was a great life if
you didn't weaken."

Plutarch—"I am sorry that I
have no more lives to give to my
country."

Samson—"I'm strong for you,
kid."

Jonah—"You can't keep a good
man down."

Cleopatra—"You're an easy Mark
Anthony."

David—"The bigger they are the
harder they fall."

Helen of Troy — "So this is
Paris."

Columbus—"I don't know where
I'm going, but I'm on my way."

Salome (tiring of the dance)—
"Let's have done with the wiggle
and wobble."

Nero—"Keep the home fires
burning."

Solomon—"I love the ladies."

Noah—"It floats."

Methuselah—"The first hundred
years are the hardest."

—o—

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CLUB NOTES—Continued.

Just when is Mrs. Gamble going to start our "dollar day"? Better begin earning that dollar in some unusual way for Helene is a fast worker when she gets started.

—O—

Firms and persons deserving of special mention for their generous donations include:

Cotella Bros.—Wholesalers—box of oranges.

Taft & Pennoyer—dresses and skirts.

Peerless Cafe—Cakes, pastries.

Neva Clay Products Co.—24 boxes of Clay.

Saake's—Beautiful picture.

Wm. La Croix—Beautiful picture.

Golden Sheaf Remar Bakery—12 trays delicious rolls, cakes, etc.

Styles Music Shop—Records.

F. Myra Cohan—Toilet creams.

Saylor's—Chocolate candies.

Smith Bros.—Books, paper, pads, etc.

Oak. Pioneer Soda Co.—Fruit syrups.

Mathilda F. Brown—Cash donation.

Fred Hayes—Cash donation.

Max Horwinski—Hats, records, etc.

L. E. Pinkston—Cash donation.

W. H. Hartman—Orange honey.

—O—

Extreme courtesy and cooperation also were extended by Mr. Lewis, new manager of the Free Market, to make things as pleasant and profitable as possible for all Philomel workers in his enterprising establishment.

—O—

COME NEXT THURSDAY.

Heard a member say: "Yes, we shall all have to hear the two speakers next Thursday and look our sweetest, too, for they will catch us coming and going; one to tell us *how to keep fit*, the other to talk on *face value*." That's just it—don't miss this program treat. Both speakers come to us highly recommended and are lecturing to big concerns in our city and locality this week. Mrs. Stone is a superior type of refined English woman—you will enjoy every word she says. She has a health-beauty message you will appreciate.

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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, February 9, 1925

Number Twelve

*"Let us have faith that right makes might, and in that faith let us dare
to do our duty."*—Abraham Lincoln.

DINNER

Thursday, February 12, 1925, 6:30 p. m.

Old-Fashioned Program and Valentine Party

Everybody is expected to come in some sort of costume, the quainter the better; especially wear the wierdest hat you can fashion. There will be old-fashioned dancing and songs by some of our talented members including Mrs. J. E. Reid, Madame Mackay Grant, Mrs. Ethelyn Grace Minty, the Philomels and others. The Juniors are scheduled to put on a lovely Valentine minuet and the schottische, polka and barn dances will be on the program followed by the old-time square dances. Laura Warnock will play the violin as will Dorothy Minty and altogether the evening will be one long to be remembered by every one present. Plan to be there. Surprises galore. Prizes will be given for the best old-time costume and for the one who guesses the most pictures that are being assembled by Mrs. Borland.

Plates 75 Cents. Send in your reservations at once.

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Oakland California

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Phones: Lks. 514 or Oak. 1470
Residence: Oak. 1604

FEB. 12—LINCOLN'S BIRTHDAY

The following excerpts gleaned and prepared for the
HERALD by Mrs. S. C. Borland, assistant editor:

The Great Emancipator, teller of stories, homely, un-
gainly but one of the kindest men, came up out of
poverty, toil and ignorance to greatness and success but
never to happiness, except the happiness of doing his duty,
"with charity toward all and malice toward none."

At the close of his career all parties claimed him; at
the close of the century all humanity claimed him.

His strong characteristics were: Patience, self-reliance,
sense of justice, and fairness, ability to put himself in
another's place; unselfishness or forgetfulness of self; a
kindly, gentle soul, a strong heroic character, a magnetic
life.

Our Greatest American!

CALL FOR VOLUNTEERS

Club members are surely align-
ing themselves with the *Community
Chest workers*, but *lieutenants* (ac-
tive house to house workers) are
needed badly. Ring Major Simp-
son, O. 2338, and volunteer for
this important work. A whole bat-
talion of women in the Business
Division are needed at once—
thirty workers in all.

Mrs. Anna C. Simpson, major,
has the following captains: Lavinia
Harris, Bird Wilson, Ruth Bates,
A. Jean DeLair, Mabel Little.

OUT OF A CLEAR SKY

My dear Miss Potter:

Reading in the current "Herald"
of the result of the Rummage Sale
conducted by uorself and the "Phi-
lomels" moves me to write what
has been in my mind for some
time, namely, my admiration of the
more than splendid work done by
your group of workers.

To wish to present the club with
a fine piano was a laudable ambi-
tion, truly, and the way you folks
have accomplished it, is, in my
opinion, one of the finest pieces of
work done in our splendid club.
Please accept my sincere congra-
tulations for hard work well done.
Not being one of the "Philomels"
gives me the freedom to express
my thoughts.

Sincerely,
HERMINE L. KRUGER.

Thanks, exceedingly, Miss Krug-
er. The *Philomels* appreciate
your kindly words.—Z. W. P.

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ENOUGH to make the spirit of Thanksgiving, the peace and good-will of Christmas, and the hope of the New Year, which well up within your own heart, last through the year 1924 for some person other than yourself.

ENOUGH to satisfy the demands made upon your own heart, your mind, and your soul by pity, sympathy, humanity, civic duty, sense of justice, and your desire to render Oakland a better place for those you hold dear.

ENOUGH to pay your share in the big fund which must be provided if this great work is to continue to make Oakland "A Better Place to Live In."

ENOUGH for all appeals, combined in One.

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CLUB NOTES

Miss Wilkin is elated—the attendance at luncheon Thursday, came thru in good form—only three or four came who did not send in their cards, and they were cordial about waiting their turn. We thank you. But—guess there is always a *but*—there were several cards left on the table unclaimed, that is, several did not come after sending in cards. Whatever shall we do with all such? *System, ladies, system!*

—o—

To be exact the Philomels took in \$613.54 at their Rummage Sale—not so bad for a maiden effort along that line. \$1000.00 could easily have been made had more donations been received and those of a kind that were salable.

—o—

Please note that newly elected members do not go on the mailing list until their dues are paid. The plan to follow is this: after handing in your application blank with five dollars you will receive notice from Miss Wilkin that your name has been passed upon favorably or not. Then if you will send in a check for ten dollars your name goes on the mailing list automatically.

—o—

The March hares under the chairmanship of Bessie Clow are preparing the finest stunt ever for their offering when the March winds blow.

Members, attention—Less than half of the club members sent in their names, addresses, business and home phones when asked to do so about four weeks ago. Please give this your immediate attention—it is so necessary that the secretary keep complete files of our entire membership.

—o—

My, what a crowd we had last Thursday. And a fine program, too. Dr. Lersch stressed the point that business women could well do without a meal occasionally, that habit hunger should be suppressed that we should not drink with meals and a dozen other good points worth noticing. We all fell in love with his demonstrator, that young Apollo, who is perhaps as perfect physically as any boy in America. Too bad, more juniors were not there—they would have "fallen" without a doubt. Everybody liked Madame Short in her beauty talk. She stands for health first and beauty afterwards. There were suggestions galore as to what kinds of face creams and rouge to wear. etc. The music was lovely. Mrs. Wallman sang most beautifully to the clatter of wishes and tramping accompanied by Anne Bruce. Too bad, we can't ever seem to have it relatively quiet when artists are invited to entertain us.

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The reception Sunday to new members was an enjoyable affair. Not all the new members were present. Guess they don't see the **HERALD** as yet every week or failed to get due notice.

THEATER PARTY

At the *Fulton* and the seats go on sale February 13th. Remember, this is the last spasm of the present Activities Committee. Let us show our appreciation for all their hard work by selling out the house and making of it a great financial success.

Elsie O. Stoltz Lola C. Stephens

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CLUB NOTES—Continued.

Is your picture in? Remember not necessarily a *baby* picture just an *early-day* one will do. Send to Mrs. Borland at once. Our picture gallery must be complete on the evening of the 12th.

Others in the club who are helping on the Community Chest are Eloise Cushing and Z. W. Potter who belong to the Speakers' Bureau. Also Zannette W. Potter is serving as radio program chairman and will broadcast from KGO and KPO as well as KLX furnishing musical talent and speakers for same. These dates will begin Feb. 16 and close Feb. 24, the date of the opening of the drive.

Belated acknowledgment is hereby extended to *Morton's* who so generously typed "rush" letters for the Philomels. Also to *Mrs. Barndollar* for addressing envelopes

And the *Coast Tire Rubber Company* who gave us an inner tube which is yet to be disposed of Thanks exceedingly. Dodge Sweeney and Harry E. Williams each donated a five-dollar check. which is more than lovely.

Miss Chalmers says to come to the *costume* party anyway next Thursday even though you can't find a costume. But surely one can find something a little out of the ordinary. put it on and come along It is going to be piles of fun for everybody. *Don't miss it whatever you do!* Stunts begin with the dinner at 6:30.

The Philomels had a wonderful meeting Saturday night. Plans were put under way for a series of three entertainments, one in March, April, and May respectively,—the April offering to be an elaborate fashion show. Are you vitally interested in music? Do you wish to further the musical interests of the clubs? Is so, the Philomels may seek you out for membership in their section. *They are all up-and-doing everyone of them.*

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, February 16, 1925

Number Thirteen

"The world will be a better and a happier place when people are praised more and blamed less."—FRANCES E. WILLARD.

LUNCHEON

Thursday, February 19, 1925, 12:15 p. m.

THE REGULAR BUSINESS MEETING

Vital in the importance of its subject to the individual member. There will be presented, in addition to the usual monthly reports, proposed amendments to the By-Laws concerning the limitation of membership; amount of dues and fees; and changing the form for election of officers, which will be submitted in the report of the special committee on revision of the By-Laws, for your consideration and action.

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1608 Webster Street
Hrs. 11 A. M. to 1 P. M. Daily
Phones: Lks. 514 or Oak. 1470
Residence: Oak. 1604

Philomels, please take note of an
important meeting next Saturday
evening, February 21, at 6:15 p.m.
Dinner as usual in club dining
room. Please report promptly.
Full attendance necessary.

THE COSTUME VALENTINE PARTY

We have had many delightful surprises in the activities of our club, but the February Colonial Valentine Party struck a new high note. The good things were so many and varied, that one went away bewildered with the kaleidoscopic beauty of the picture, the merry whirl of the old-time dances, from "jigging" to the Arkansaw Traveler's fiddling, through the mazes of "Ladies to the left and Gents to the right, and grand right and left", the measured "Schottische", and on up to the stately Minuet, and the lingering melodies of "Wait for the Wagon", "Annie Laurie", and "Mount Vernon Bells."

And then the fairylike dancing of the elf that sprang from the woodbox, the gift of the Februaries. Did you ever see anything more exquisite? We are told it was Elva Petersen who enchanted us, but whatever she may be called in every-day life, we're sure she is one of those who made fairyland so real for Peter Pan.

Th costumes disguised many old friends, and revealed new charms in others. Those of Colonial Days prevailed, but many from Civil War days were seen, and even one that had seen service in the World War, linked the Past to the Present, with women "doing their bit" wherever they were able. The first uniform for nurses introduced by Florence Nightingale, is still used by the British women, and its restful grey with bright band of red was very becoming to Mrs. Russell. Elizabeth Sherman looked a picture in soft gray with pink roses as she reminisced of early Oakland.

And now we know why Zannette Potter is such a splendid leader, for was she not the very incarnation of George Washington in her rich costume, stunning in face and figure, and perfectly at home?

One hadn't the slightest doubt that Stonewall Jackson, or any other rebel, would leave unharmed the white hair of Barbara Fritchie, when personated by Mrs. Reid.

And our President, Miss Chalmers, growing younger every day that she has been with the club, was barely eighteen in her "coming-out" party dress of white with many ruffles, and hair hanging in graceful curls.

Who would have guessed Mrs. Spencer in voluminous skirts, a real "polonaise" floating over them, and a "wedding bonnet" of daintiest lace and flowers closely framing her smiling face, and revealing bobbing curls behind.

Not to be outdone in the affections of the club by "Father George", Abraham Lincoln paid us an evening's visit, and proved not the awkward, homely great man of olden time, but the most graceful dancer, and devoted swain, whom all the belles were "wishin' for".

The costume awarded the prize was of heavy black satin, the kind that "stands alone", covered with heavy black net or "grenadine" trimmed with a flounce of the net embroidered in bright flowers. It floated behind in a very graceful train, and with a bit of "old lace" at the throat, and an exquisite poke bonnet of pearl gray, with pink flowers peeking coquettishly out from the side, Mrs. Duffield was a perfect peach.

The Philomels were real song birds, charming with their special numbers, exquisitely costumed, and making a delightful picture on the stage as they rendered their old-time songs under "George's" baton.—B. M. W.

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CLUB NOTES

What an array of lovely gowns the other evening! Hard to designate the best and finest of them. Of course, the judges were right in giving first place to regal Mrs. Duffield in that beautiful black creation. Mighty kind of them to give second place to a few more, calling on the following to join Mrs. Duffield in the "distinguished line" each moving forward to the accompaniment of continuous applause. Mrs. Eva Wilkie-Meissner, representing "Lady Washington," was first of these; then Mrs. Bragdon, parasol and all; then Zannette Potter as "George Washington," following by dear, quaint Bird Wilson in paisley shawl and hat to match; then Miss Mabel Kuss and Miss Jean Baird and Mrs. Whitaker chosen because of the distinctiveness of the characters sustained.

Others who looked the part and who were conspicuous during the evening were Madame Mackay Grant who wore her "Marguerite" costume so charmingly; the "twins" impersonated by Mesdames Marshall and Jessen; Mary Campbell as a colonial dame and Miss Peterson who sang *The Last Rose of Summer* so sweetly from the Philomel section. Sue Bradley looked the part in that quiet, brown silk gown, as did others too numerous to mention.

How Jean and Joe can jig! Why, we all thought they never would stop when once they got under way! And the *Arkansas Traveler* (Miss Dorothy Minty) was a scream. This stunt was easily the main hit of the evening. Of course everybody knows that Jean is Miss de Lair, and Joe is Mrs. McCleneagan who made such a hit as "Abraham Lincoln."

Good news! The HOLDING COMPANY to conduct monthly dancing parties in the club auditorium. First event scheduled for early March—watch for announcement of date. All can be assured of nominal price of admission, refreshments, and a good time. Tell your friends of this opportunity to dance in a beautiful hall, with beautiful music amid beautiful surroundings—once a month.

And what are the March "hares" up to now? Miss Clow went clean up to St. Helena this week for inspiration—bet she got it, too! Look out for these hares.

Our sick list includes Rose Beatty who is improving; Lola Stephens likewise and Miss V. Escoffier of Bekin's who suffered a slight automobile accident during a recent stormy night. Not serious.

The PHILOMELS are announcing a Spring series of entertainments,—one for March, one for April, and the last in May. One will be an elaborate fashion show, the like of which has not been seen hereabouts in many a day. The price for the three events will be only \$1.00—think of it! Each club member will get a special announcement soon and remember the club auditorium will only hold a bare four hundred and many outsiders are already asking for reservations so popular was the series of last fall.

Come now, will the French group who meet at luncheon on Tuesday tell us who they are. Je ne se pas! Comprenez vous? wi, wi, madame! Send in your names—we wish to know who parlais Francais. Mon dieu! Mon dieu!

Among the exchanges that drift into the office of the HERALD are THE PINE CONE, an 8-page sheet representing the entire state of Maine's B. P. W. C. A smaller one called the BUZZ SAW is from Aberdeen, Washington, and the SEARCHLIGHT of San Jose. This latter had the following recently:

Apropos the Club House question—take our friend. The Oakland club for instance: "Rooster to his harem as he rolled in an ostrich egg 'Now, ladies, I don't want to discourage you, but here is a sample of what they are doing elsewhere.'"

The HERALD is growing. Note our new ad clear from Hartford, Connecticut, placed herein by the Mabel C. Foster travel service and of interest to all who would go to the national convention in Portland, Maine, this year. Mrs. Foster is on the national transportation committee of our organization and hopes to see many California women in New England this summer.

Mrs. Helena Gamble, chairman of the *earn-a-dollar* event to take place in March, urges every club member to begin now to earn a dollar in some way that is distinctly different and to tell of same in an original ditty. Watch for further notice and don't be caught unawares. DO IT NOW.

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CLUB NOTES—Continued.

Oh, why, oh why did not *all* the
February bunch *dress up* at the
Valentine Party? Their table was
so pretty in spots but *Abraham* and
Barbara saved the day for them
eventually.

—O—

WANTED—Some club member
to donate a good, plain rug for use
under the punch table when events
take place in our Auditorium. Let
Mrs. McClenegan know about it if
you have one. No larger than
9x12.

—O—

PICTURE CONTEST

Mrs. Borland expresses thanks to
the members who so kindly re-
sponded to her request for their
childhood picture.

For the benefit of those who en-
joyed looking at them but could
not guess who was the original we
are appending the list of names:

Chalmers, Bakewell, Guber, Reid,
Baird, Wilkin, Kuss, Whitaker,
Duffield, Chalmers, Bragdon, De
Lair, Spencer, Schmidt, McClenne-
gan, Potter, Edmonds, Wilson,
Bradley, Smith, Bloedel-Frye, Sher-
tzer, Everett, Holmes, Eckles,
Mitchell, Graham, Stromberg, King,
Whitten.

While the pictures were enjoyed
by all, only one member guessed
more than three. Miss Sue M.
Bradley won the prize (a beautiful
Eversharp pencil) by presenting a
list of *fifteen* correct names.

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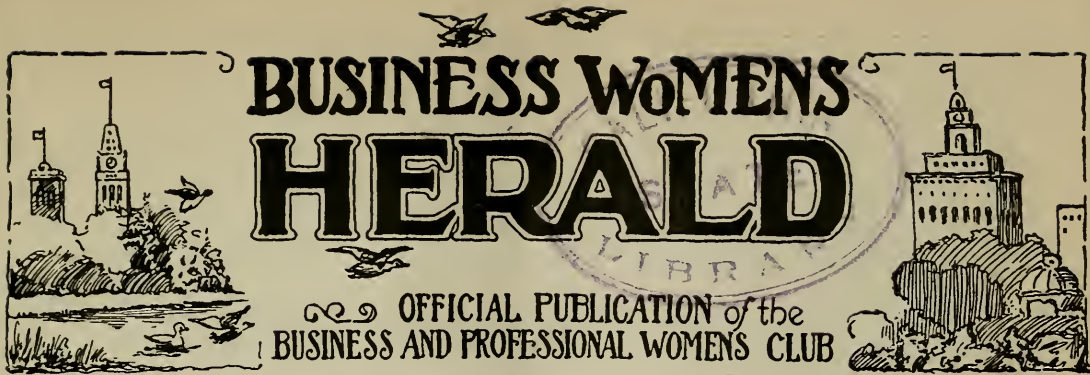


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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, February 23, 1925

Number Fourteen

"Nothing but harmony, honesty, industry, and frugality are necessary to make us a great and happy people."—GEORGE WASHINGTON.

LUNCHEON

Thursday, February 26, 1925, 12:15 p. m.

Another Business Meeting

For Members Only.

So great was the interest in the business meeting of last week that an adjournment to this week seemed advisable. The proposed amendments to the Constitution and By-Laws which will come up for consideration on Thursday are printed in this week's HERALD (see insert). Bring same with you for reference.

Mail reservation card at once—large crowd expected.

Plate 60c

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GEORGE WASHINGTON

**First in War, First in Peace, and First in the Hearts
of His Countrymen.**

Today, Feb. 22, 1925, we celebrate the 193d anniversary
of his birth. Read again this age-old story:

Truthful George

He cleft the cherry tree in twain—

Did George with his hatchet,
And did the job so well, 'twas vain

To even TRY to patch it!

His father caught him in the act,

As he was strolling by,

And Georgie said the tree he'd hacked—

HE COULDN'T TELL A LIE!

And so it was, throughout his life,

From back in play-days youthful;

No matter what the stress or strife—

George Washington was TRUTHFUL!

No more he cut down cherry trees—

The pastime of his youth;

And though he might have lied with ease—

He always told the TRUTH!

Nor did his father cut a switch

From off the fruit tree fallen,

Although no doubt his hands did itch

To give the lad a maulin'!

When Georgie looked him in the eye,

And said he'd felled the tree,

Beuase he didn't tell a LIE—

He sidestepped father's knee!

Within this simple little tale

There lies a goodly lesson;

Who deals with FACTS, and doesn't fail,

Is sure to reap a blessin'!

'Twill pay us all, the TRUTH to tell;

The moral, friends, is plain;

George told it, when the cherry fell,

And saved himself much PAIN!

—By JAMES EDWARD HUNGERFORD.

Monthly and Life
Membership

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COMMENT

The president of our club is not a candidate to succeed herself for the ensuing year.

The question then arises: *Who shall be selected to fill this office?* As many as twenty prominent members have been talked about during the past two or three weeks in club circles, many importuned to accept the nomination, but to date all have steadfastly refused the *honor*. There is always material a-plenty to fill every office in any club, but because of the work and responsibility involved capable nominees steadfastly refuse to have their names presented.

There must be a way out—some reasonable plan to solve the difficulty—why not, in clubdom, do as municipalities are forced to do in having a city manager—a person who shares the burdens of office with efficient committees, sections and sub-committees. Then the work does not become over-strenuous for any one.

Women as a rule are inclined to take themselves too seriously in office. They try to assume too much, leaving little or nothing to others with the result that the end of their regime finds them broken, discouraged and utterly unable to estimate their own value to the club they have tried to serve and to measure the abilities of those who make up the personnel of the organization.

Under these conditions it is small wonder that good material gets scared and refuses office somewhat justifiably.

Nor must we be too particular in our choice. We must take human nature as we find it, for "perfection falls not to the share of mortals". However a president should be an executive; that is, have the ability to choose capable assistants and then have the grace and good sense not to interfere with their duties. To bring out the best in club members, to develop latent talents and to encourage various and varied activities—these are *necessary* qualifications.

A president will then see that the success and progress of a club are not dependent upon herself alone, but that development takes place in spite of her because it emanates from many heads, from many hands, from the concerted effort of those who make up the club membership—and in this body must the real power ever remain.

Come now, will some one of the many eligibles in the club do her bit by us for the coming year and help to inaugurate a new sort of presidency, wherein the responsibilities and the work will be equally shared.—ZANNETTE W. POTTER.

TO DANCE

Regular monthly dances to be held in our beautiful club auditorium will be inaugurated on Saturday night, March 14, under the direction of the Holding Company. It is not too early to begin a campaign of co-operation to make of this initial event a brilliant success. Outsiders should be told the date, and informed of the plan to hold the dances every month so that a permanent patronage may be worked up and everybody assured of a good time. The price is to be 50 Cents per person. Punch free, and light refreshments served for nominal sum. Remember the date, March 14th. The proceeds after all expenses are paid will be shared equally with the club.

The Philomels met Saturday night—a wonderful meeting! Plans are now under way for the first of the spring series of entertainments to be held on Tuesday night, March 31, in the club auditorium. The nature of the first event will be a delightfully varied program including vocal and instrumental music, a dramatic offering, dances, readings, cantillations, etc. And hush, *this is a secret*, the Philomel Chorus may make its *debut* that evening, and this alone will be worth the price of admission, eh?

—O—

Josephine McClenegan has gone south for a fortnight visit with friends. Mrs. McFeeley is *renting* agent for the nonce.

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CLUB NOTES

What a gay success was our theater party last Friday night. Full of thrills and fun galore—but best of all, more than \$200 was added to the club exchequer therefrom. Hurrah!

—O—

Will all March birthdays kindly meet Miss Clow at the Club House Tuesday, March 3, at 7:30 p. m.?

—O—

Did you know that the police had to be called out to quell the riot at the Theater Party?

—O—

What we want to know is just what was Mrs. Shertzer's interest in the burly blue coat she showered so much attention upon.

—O—

And the Juniors had a delightful dance. So successful was the function in every way that another is being planned around Easter week.

—O—

Willie May Bridges has been appointed chairman of the Women's Committee of the Oakland Real Estate Board.

—O—

Be reminded that an initiation fee of \$15.00 becomes effective Mar. 5th. Also the yearly dues will be \$12.00. This surely should suffice to speed up those with membership prospects.

—O—

Glory be! There will be no limitations of numbers in our club membership. This means *growth* and *democracy*. In five years our roster should include a *thousand* names. That means a new club house—a bigger and a better one if such be possible.

—O—

Now a pull altogether to put over the Community Chest drive. Give every support and words of encouragement to our valiant team under Major Anna Simpson and her five sturdy captains in Lavinia Harris, Bird Wilson, Jean de Lair, Mabel Little and Ruth Bates. The lieutenants are legion, and too numerous to mention in this issue—t God-speed and good luck to you all! No worthier cause ever stirred the hearts of man, and just suppose that *nobody* cared.

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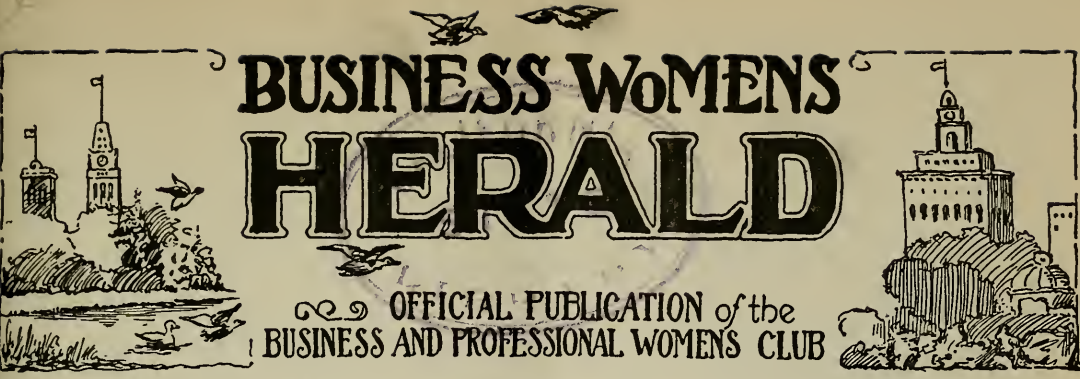


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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, March 2, 1925

Number Fifteen

"In all matters, before beginning, a diligent preparation should be made."—CICERO

DINNER

Thursday, March 5, 1925, 6:15 p. m.

This Meeting Is Scheduled As An
Adjourned Business Meeting

At which consideration of the remaining amendments to the Club By-Laws
will be in order.

This to be followed by the regular
ANNUAL MEETING

at which reports of all committees will be submitted. The election of officers
will not take place at this meeting as per recent amendments.

Everybody should attend this meeting—it is of vital importance to every
member to know and to understand all rules and regulations that shall govern the
Club for the ensuing year.

Plate 75 Cents

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Mary Barmby.....*Vice-President*
Jean Baird *Rec. Secretary*
Edith Bakewell.....*Cor. Secretary*
Eunice Pritchard*Treasurer*
Sue M. Bradley.....*Auditor*

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interests of the Business and
Professional Women's Club

The Business and Professional
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Club House, 1608 Webster St.,
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Mrs. B. G. Whitaker
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Sarah C. Borland..... *Asst. Editor*
Jean de Lair *Impressions*
Florence M. King.....*Club Notes*
Jos. McClenegan..... *Advertising*

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Harriet Bakewell.....*Treasurer*
Laurie Thorne.....*President*
Nellie Stephenson.....*V.-President*

HOLDING COMPANY

Dr. Lillian Shields . . . *President*
Bessie Wood Gustason, *V.-President*
Miss Bird M. Wilson . . *Secretary*
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NOTICE

Philomels, please meet next Saturday night, March 7, in the club rooms promptly at 6:15. Important business and important choral rehearsal. Bring in some singer as a "visitor" as per the new ruling Committee reports.

THE VALUE OF A HOBBY

Every one should have a hobby as different from their regular work as possible. A sound body, keen, alert mind and well controlled nerves are an asset and a necessity to the business and professional woman, and a wholesome hobby will do this for her.

The English are so convinced of this that "Who's Who's" is careful to include the recreations of those listed therein.

A number of years ago Hon. W. R. Davis in an address before a graduating class asked this question: "What are you going to do with your leisure, your margins of time?" It impressed me very much and I believe an interesting hobby is the best way to employ our leisure and get the most out of life, because a hobby, whether mental or physical, is not directed by some one else but chosen by ourselves and pursued in our own way.

It may be a love of old books or old coins, butterflies, flowers or minerals, but whatever it is, it broadens our minds and gives a new zest to life and makes our conversation much more interesting; so when we are obliged to retire from active work we have something to retire to, and life is still rich and full for ourselves and we are still agreeable to companions.

If we have not already done so, let us acquire a hobby.

S. C. BORLAND.

CLUB CALENDAR

Feb. 27—Great Western Power
has a dance in the club hall.
March 3—School Principals hold
their second dinner here.
2nd and 4th Tuesday evenings—Hair
Dressers' Association.
Once a month—The Washington
Market holds a dinner dance.
March 14—First dance sponsored
by Holding Company.
March 31—First event of Spring
Series of Entertainments to be
given by Philomels.

Holding Company Dance.

Let no one forget the dance scheduled for Saturday night, March 14, to be given by the Holding Company of the club in our beautiful club auditorium. A well-organized committee is at work to make this initial affair a great success. The price of admission is fixed at 50 cents per person. Punch will be served free during the evening, extra refreshments for nominal sum. Plan to have a group of your friends attend—they will be assured of a good time. And if they come *once* they will come every month for the Holding Company intend to make a monthly event of these dances. The first function will be chaperoned by Dr. Shields, Josephine McClenegan, Gladys Lent Barndollar, Zannette W. Potter, and Carrie Hall. Tickets will be mailed to each club member in next week's HERALD. Plan to use them.

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AMENDMENT ADOPTED

February 26th, 1925

Section 1 of Article VIII is amended to read as follows:

"Nominations for office shall be presented by a Nominating Committee of five, selected by the members of the club at the first regular meeting in February. Members of the club may recommend to the Nominating Committee the names of any member in good standing as nominee for any office indicated. The Nominating Committee shall interview such nominees and prepare a list of nominees containing not less than two names for each office, and such list shall also include the names of all nominees recommended to the committee by the members of the club who have indicated their willingness to serve in the offices indicated. This list shall be filed with the Corresponding Secretary within two weeks after the appointment of the committee, and the Corresponding Secretary shall post a copy of such list in the club rooms and notify the members that such list is so posted, not later than ten days prior to the annual meeting in March. At the regular meeting two weeks preceding the annual election nominations may be made from the floor. The names of the persons so nominated shall be posted with the list presented by the Nominating Committee at the same time and place.

Election shall be by ballot at the annual meeting.

Amendment proposed to be voted upon March 12th as requested by the club at last meeting.

Article VIII, Section 1 of the Constitution and By-laws shall be amended to read as follows: Provided that for the year 1925 the Nominating Committee shall be elected at the regular meeting on March 12th, 1925. Said Committee shall present the list of nominees to the Corresponding Secretary not later than 12 Noon of March 26th, and such list shall be read at the regular meeting on March 26th. All nominations from the floor shall be made on March 26th. Elections shall be held on April 9th.

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CLUB NOTES

Again we pay dues. Every Club member will be interested to know that while the dues have been raised only to \$12.00 per year, which will include the state and national dues,—you will remember we have been asked to pay the national dues of \$1.00 as an extra heretofore,—the initiation fee has been raised to fifteen dollars,—it is really not going to cost more to stay in the club but it will cost a bit to get in or come back, if one drops out.

—O—

Speaking of finances, it should be gratifying to the members to know that there has been money enough to meet all the cash payments for the furnishing and equipment of the club rooms, and that but two installment accounts are all that is necessary to cover the more expensive articles and they are being promptly liquidated. And you will remember there has never been an assessment levied.

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CLUB NOTES

Our sick list includes Kathryn Watkins who is recovering from a long illness.

Have you earned your dollar for the *earn-a-dollar-event* yet? Mrs. Gamble will be jogging us all up soon. Get busy.

Some one in Berkeley knows how to get telling publicity. The B. P. W. C. of the college city gets "front page" stuff lately and it is all good. Think of getting Charmion London for a speaker—every week something worth-while happens in that peppy organization.

Glad to see Margaret Pollard out again. We miss all members who fail to attend some luncheon or club meeting during the week.

Cheer up, girls, an old bachelor seventy-one years has just married. Think of resisting feminine charms for seventy-one years. Women are learning better how to "sell" themselves in these late up-to-date times, eh?

The club extends sympathy to Jessie Eckles in the loss of her grandmother.

"Tony" King has established a bootblack stand in the club room and will shine 'em up for ten per. "He" did a thriving business last Thursday. Various pedal teguments were artistically illuminated and scientifically lubricated for an inestimably small stipend. Tony has earned his dollar in an unusual way-sure thing!

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, March 9, 1925

Number Sixteen

*"Even for the dead I will not bind
My soul to grief; death cannot long divide,
For is it not as if the rose had climbed
My garden wall and blossomed on the other side?"*

DINNER

Thursday, March 12, 1925, 6:15 p. m.

Adjourned Annual Meeting

when reports of standing committees and consideration of
amendments to Club By-Laws will be in order.

Full attendance expected.

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Eunice Pritchard *Treasurer*
Sue M. Bradley.....*Auditor*

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Laurie Thorne.....*President*
Nellie Stephenson.....*V-President*

STANDING COMMITTEES

Carrie P. Kennedy.....*Activities*
Elizabeth K. Clow.....*Junior*
Emma S. Shertzer.....*Membership*
Ann T. Ryan.....*Reception*
Bessie Wood Gustason.....*Program*
May Schuler*Publicity*
Zannette W. Potter.....*Music*
Edna Spencer.....*Decorations*
Mae Wilkin*Executive Secy*

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IN MEMORIAM

Our hearts are wrung with grief because of the sudden passing of Florence King, beloved club member and friend to all. Her cheery presence will be profoundly missed as no one touched more angles of club activity than she. Hers was an *active* membership in every sense of the word; there was nothing she would not do for her club and her bright, sunny nature endeared her to every one with whom she came in contact. Her gospel of cheerfulness was truly contagious and her love of a joke saved many a trying situation. Hers was a social nature and many a timid, new club member found an early and lasting friend in her.

Mrs. King had served as a member of the Board of Directors of the club, as auditor, director of the Holding Company, member of the HERALD staff and member of the Philomel section.

All admired her because of her great love for and interest in her son with whom she was a loving pal, her devotion to her mother and her interest in community affairs and the upbuilding of the city in which she lived. The Florence King *spirit* shall live on and on in our club to grow into an endearing, permanent thing for her presence here was not in vain.

Farewell! A little time, and we
Who knew thee well, and loved thee here,
One after one shall follow thee
As pilgrims through the gate of fear,
Which opens on eternity.

Yet shall we cherish not the less
All that is left our hearts meanwhile;
The memory of thy loveliness
Shall round our weary pathway smile,
Like moonlight when the sun has set,—
A sweet and tender radiance yet.

Thoughts of thy clear-eyed sense of duty,
Thy generous scorn of all things wrong,
The truth, the strength, the graceful beauty
Which blended in thy song.

CLUB NOTES

The Juniors are having a *Social Evening* on Tuesday night, March seventeenth. Guess the decorations will conform and be green in honor of St. Patrick, eh?

Congratulations to our valiant crew of workers on the Community Chest drive under the direction of Anna Simpson. They did good work and are not responsible for Oakland not going "over the top". No city near here has seemed to do much better. Come now, a last and final effort will help matters perceptibly. In other words is your donation in?

Our dining room seems to grow smaller and smaller as the crowds get bigger and bigger at our daily luncheons. Eyes are cast longingly out of doors and Mae Wilkin is doing a lot of thinking and planning out on our roof garden with the hope that we can "spread out" there during the summer at least and enjoy more space and more air. What months will take it upon themselves to buy two or three beach umbrellas for the purpose?

What shall we wear at the Holding Company dances? Yes, that is a good question. Just look sweet and pretty, evening or semi-evening will do. Come to dance and have a wonderful time. March 14 is the date.

The average age of Camp Fire Girls in England is from 18 to 20 years, whereas in this country it is from 14 to 18.

We heard the March hares practicing their orchestra stunt. Me, oh my, Paul, Whiteman isn't in it!

Berkeley's mayor recently honored one of its women by appointing Miss Sue Irwin, principal of Columbus School, a member of Berkeley's City Planning Commission.

Will all the Mayflowers (those born in May) send or give their names to Miss Wilkin at the club rooms and learn of something to their advantage?

You know the new hit, "Moonshine and Roses"? Yes, but you haven't heard the Philomel Chorus sing it, have you? You know any clubber who is not a Philomel can drop in any Saturday night and join them when they adjourn to sing. Lots of fun and you will be welcome.

The Philomels at their regular meeting last Saturday night adjourned at the hour of seven-thirty and held a short but impressive exercises in memory of Mrs. King, a popular and beloved member of the section who so lately had pushed the *Great Door ajar and entered in*. Those who spoke in tribute to the departed included Miss Kruger and Miss Wilkin, invited guests, and Bird Wilson, Ada Angel, Mrs. La Croix, Mrs. Barndollar, Dr. Shields, Mrs. Henas, Mrs. Hall, Mrs. Scarper, Mrs. Pinkston, Freda Smith, Mrs. Guber and Zannette Potter of the Philomel membership. Mrs. J. H. Marshall sang two songs, "Perfect Day" and "Goin' Home" most feelingly.

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DATE FOR DANCE SET

Reserve Saturday night, March 14, the date of the first monthly dance to be sponsored by the Holding Company to take place in our club auditorium. The committee of arrangements have issued tickets which serve as an announcement and may be presented at the door for admission. Sell these to your friends or ask them to come on that evening and purchase same at the door. There will be three hours of dancing to good music with delicious punch served to all. Extra refreshments, sandwiches and coffee or ice cream and cake will be served from tables on the stage for a very nominal sum. Chaperones and an efficient floor committee will keep everybody happy and everybody dancing. Bring a group of friends—be as select as you like. But come—this first dance must “go over”.

—O—

FUNNY

Mr. Sapp—I’ve got a great mind to rock the boat and frighten you. Miss Sweet—Once before a young man like you tried that and the boat upset.

Mr. Sapp—And what did you do? Miss Sweet—I swam ashore and notified the coroner.

—O—

Jim—Ever see one of those machines that can tell when a person is lying?

John—Seen one? Lord! I married one.

—O—

“Mother,” asked the little girl of six, “Shall I run out and post this letter?”

“No, child, certainly not. It’s pouring down in torrents, and not fit to turn a dog out of doors. Let your father go.”

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Creation of the Devil,
I hate you, for whenever my heart sings
You try so hard
To crush it to your level!
—Le Baron Cooke in “Shadow-land”

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, March 16, 1925

Number Seventeen

*The beloved Robert Louis Stevenson wrote: "So long as we love, we serve.
So long as we are loved by others I would almost say we are indispensable;
and no man is useless while he has a friend."*

DINNER

Thursday, March 19, 1925, 6:15 p. m.

Plates 85 Cents.

The March Hares will have the center of the floor.

The Juniors will put on stunts in keeping with the "Wearin' o' th' Green".

Robert Robson, called the Harry Lauder of Oakland will prove with his humorous stories that Scotland is right on hand.

At the close of the program, dancing will be in order.

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BUSINESS WOMENS HERALD

*Official Publication of the
BUSINESS AND PROFESSIONAL
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of Oakland, California
Address all communications to
Zannette W. Potter, Business
Manager, Clay at Fourteenth
Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Mary Barmby.....*Vice-President*
Jean Baird *Rec. Secretary*
Edith Bakewell.....*Cor. Secretary*
Eunice Pritchard *Treasurer*
Sue M. Bradley.....*Auditor*

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Miss Bird M. Wilson . . *Secretary*
Mrs. A. M. Jessen . . . *Treasurer*

Mrs. J. McClenegan . *Renting Agent*
Business and Professional
Women's Hall
1608 Webster Street
Hrs. 11 A. M. to 1 P. M. Daily
Phones: Lks. 514 or Oak. 1470
Residence: Oak. 1604

FEAR NOT.

"Fear not the future. Do the daily task with all the wisdom you can muster, move with caution and with courage, have faith in the power of human nature to build enduringly and well, and above and beyond all this, have a saving sense of humor and humility."

This does not mean we should be gullable, or have a sleepy optimism, we must face facts squarely and courageously. Browning, thru Rabbi Ben Ezra, gives most excellent advice: "Trust God, see all, nor be afraid!"

Fear usually springs from ignorance; let us remember the things we fear most never happen.

We have come to the close of another year of club life, this naturally brings a different thought and way of doing things, let us enter the new year with faith, and loyally do our part to perpetuate the idea of fellowship and helpfulness upon which the club was founded.

S. C. BORLAND.

REPORT OF MEETINGS

In a dignified and efficient manner sixty members met in closed session on Thursday evening last and completed the business of the adjourned meeting of February 26th. Articles 3, 5, 6, 7, 8 and 9 of the Constitution and By-Laws were amended.

The regular business meeting of March 12th followed. Twelve names were proposed for election on the nominating committee, to be "batted" on at the next meeting.

Then followed the Final Meeting of the Club. The Chairmen of the various standing committees rendered reports. A special vote of thanks was given to the Chairmen of these committees for their splendid work during the year, also vote of thanks was given to the house manager and the club cateress. The members voted unanimously for the establishment of a Florence M. King Scholarship fund, then listened with attention to the reading of an interesting annual report of the President, and gave her a rising vote of thanks at the close. The ballots were then cast and Mrs. Bessie Wood Gustason, Mrs. Shertzer, Miss Bird Wilson, Mrs. A. M. Jessen, and Miss Dora Cooley were elected for service on the Nominating Committee.

PHILOMELS TO MEET

An unusually large meeting of Philomels is promised for next Friday evening, March 20, to take place in the club rooms as usual.

Extensive preparations are under way for the first entertainment of a Spring Series of events designed to entertain the public and incidentally to cancel the debt on the piano.

The date for this first entertainment is set for Tuesday night, March 31, in the club auditorium. The program will be published in next week's HERALD and tickets sent out to club members.

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High Lights from the Annual Reports of the Club officers and Committees:

THE PRESIDENT:

"With the passing of this set of officers we must remember that no one person is essential to the life of the Club; that now we are started nothing can keep us back, for our purpose is unselfish and our aim is high. This year we have started a worthwhile project: an educational loan fund. It is with pride I call your attention to our financial report. We are a strong going concern. Club rooms furnished without an assessment. Never was there need to worry about money, the need and the money came hand in hand. Without your co-operation the things we have done would never have been accomplished, and your President on behalf of the Board of Directors takes this time to give to you our appreciation."

TREASURER:

Receipts for the year	\$15,531.86
Disbursements	15,443.65
Surplus	88.21
Cash on hand	
Mar. 1, 1924	357.21
Cash on hand	
Mar. 1, 1925	445.42
Assets	\$5,459.76
Liabilities including reserve for Depreciation	2,484.12
Capital investment	2,975.64

MEMBERSHIP COMMITTEE:

New members passed by Committee 262, present total membership about 370

PRESS COMMITTEE:

More than 1500 inches of space given by the press of the Bay Cities to our club activities.

Club Activities Committee reported total net receipts for the year \$1137.82.

LUNCH ROOM:

A net profit of \$559.45 for the year and the present average attendance to daily luncheons about 60.

THE HERALD:

Our club paper, "The Business Women's Herald," saves the club more than sixty dollars each month, is a clearing house for all sorts of club activities, announcements, roster, etc. The

paper is self sustaining and the inclusion of cards for reservations is working splendidly.

THE PHILOMELS:

In less than six months the Philomels (music section of the club) have made a *thousand dollars* for the piano fund and have organized a three part women's choral which all members are cordially invited to join.

MUSIC COMMITTEE:

Musical talent has been secured for all occasions on the programs of the club during the year.

—o—

WE DANCED!

The initial dance of the Holding Company last Saturday night was a great success. Every thing went off smoothly and every body looked lovely and every one had a great time. The surprise feature was the beautifully decorated stage, the handiwork of Mrs. Peterson, Dr. Rocco, and Mrs. Goodwin, on which the evening's refreshments were served. Thanks to the efficiency of Miss Booth the most delicious coffee, cake, sandwiches, and ice cream were served. Miss Mary Campbell, Miss Kirkland, and Jean de Lair assisting with the serving.

These dances are destined to become a popular feature of club activity and will take place on the second Saturday night of each month.

In April, however, the next dance will take place on the *third* Saturday night, *April 18*. Jot this date down right now on your calendar and plan to attend.

—o—

TOO BAD!

An unfortunate error occurred last week when the editor in the pressure of her own business called in a helper to assist with the mailing of the HERALDS. Two boxes of addressed cards were used instead of one which resulted in some members getting none and some getting two HERALDS.

Kindly return to editor all duplicates as we are greatly in need of copies of the HERALD for last week.

Thank you!

—o—

The Philomels are giving that beautiful picture now hanging in the foyer to the club. It was given to them by Saake and will be an addition to any wall. Peek in on the gladsome roses.

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CLUB NOTES

Mystery:—Just where did Mrs. Peterson get such a realistic butterfly in the stage decoration, Saturday night?

—O—

How sweet Louise Scarper looked at the dance. That hair dress was the *last word* of up-to-dateness, too.

—O—

We are indebted to the *Acme Ice Co.* for the delicious cream served Saturday night; to the *Jersey Milk and Butter Co.* for the cream, and to the *Oakland Pioneer Soda Co.* for the fruit syrup.

—O—

Mr. Baker of the W. T. Baker Co., 333 14th St. is hereby given recognition and a word of thanks for his finishing of the wood box in the auditorium.

—O—

My, how the personnel of club membership is changed! so many new faces, and good faces, too. Bright faces, capable looking—altogether worthwhile factors of any club. Let us absorb the new material, put it to work, and soon we won't know ourselves. There are scores of new members who are anxious to get to doing something for this new club they have joined. Let us not disappoint them nor shatter one ideal they have cherished with reference to the organization they have chosen to identify themselves with. *But they need responsibility and now's the time.*

—O—

It would seem that Mrs. Jessen goes about more sylph-like than usual. Please explain, Knave.

—O—

Who did that beautiful decorating at the Holding Company dance last Saturday night. None other than Mrs. Peterson of the Philomels. The greens and flowers were donated by the park department, City of Oakland, and they were as beautiful as they were profuse.

—O—

Here is a new definition of an optimist (this is red hot)—an optimist is one who writes his crossword puzzles in ink. Think it over!

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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, March 23, 1925

Number Eighteen

"Show me a man who makes no mistakes and I will show
you a man who doesn't do things." — *Theodore Roosevelt.*

HEAR

Chaliapin

Great Russian Basso

Friday Night, Mar. 27

Auditorium Arena

Prices:

\$1.00, \$2.00, \$3.00
plus tax

Order seats now
at Z. W. Potter Box Office
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DINNER

Thursday, March 26, 1925, 6:15 p. m.

Plates 85 Cents

An evening of Musical Stories and Songs
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Assisted by MRS. CLARA L. BURNETT,
Mezzo-Soprano

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A SPRING CREED

"I will start anew this morning with a lighter, fairer creed;
I will cease to stand complaining at my ruthless neighbor's
greed;
I will cease to sit repining when my duty's call is clear;
I will waste no moments whining, and my heart will know
no fear.
I will look sometimes about me for the things that merit
praise;
I will search for hidden beauties that elude the grumbler's
gaze;
I will try to find contentment in the paths I have to tread;
I will cease to have resentment when another moves ahead;
I will not be swayed by envy when my rival's strength is
shown;
I will not deny his merits, but will strive to prove my
own;
I will try to see the beauties spread before me, rain or
shine;
I will cease to preach *your* duty, and be more concerned
with *mine*."

HOW WE'LL DO IT.

Our Nominating Committee, with
Mrs. A. M. Jessen, chairman, is
functioning and has a notice duly
posted on our bulletin board. It
might be well to read again the
amendment recently adopted by the
club and which is being followed
in our imminent election.

Read it again:

"Nominations for office shall be
presented by a Nominating Commit-
tee of five, selected by the members
of the club at the first regular
meeting in February. Members of
the club may recommend to the
Nominating Committee the names
of any member in good standing as
nominee for any office indicated.
The Nominating Committee shall
interview such nominees and pre-
pare a list of nominees containing
not less than two names for each
office, and such list shall also in-
clude the names of all nominees
recommended to the committee by
the members of the club who have
indicated their willingness to serve
in the offices indicated. This list
shall be filed with the Correspond-
ing Secretary within two weeks
after the appointment of the com-
mittee, and the Corresponding
Secretary shall post a copy of such
list in the club rooms and notify
the members that such list is so

posted, not later than ten days prior
to the annual meeting in March.
At the regular meeting two weeks
preceding the annual election nomi-
nations may be made from the
floor. The names of the persons
so nominated shall be posted with
the list presented by the Nominating
Committee at the same time and
place.

"Election shall be by ballot at
the annual meeting."

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CLUB NOTES

Mae Wilkin was a contributor to the Independent Woman of March submitting a timely article on the dedication of the Oakland Club House.

Gladys Barndollar has joined the *bobbed hair brigade*.

The club has decided to establish a Florence King Scholarship Loan Fund. Already substantial contributions have been made to the fund designed to assist deserving girl students in the use of money which can be repaid upon completion of a desired course of study.

A delegation of some 15 members journeyed to San Jose last Saturday night to assist in the celebration of the fourth birthday of the Garden City, B. P. W. C.

The Philomels held an enthusiastic meeting Saturday night in the club rooms with 35 members present. All is in readiness for the first entertainment of the Spring Series planned by this enterprising section of the club. The program to be given in the club auditorium Tuesday night, March 31, will include vocal and instrumental music, whistling numbers by Miss Margaret Spruance, cantillations by Mrs. R. B. Papandre, exhibition tangos by Rita Lehrner and and Celso Reclat, a Japanese comedy under the direction of H. E. Troxel and another dancing group by three clever college girls directed by Mrs. Grace Borroughs. Tickets for the series are sent this week to every club member. The price is only one dollar for the three events. Value received is absolutely guaranteed. Make checks payable to Philomels. Early returns will be appreciated.

AN IRISH EVENING

A gala St. Patrick celebration was put on by the March Hares last Thursday night. Mr. Robson entertained royally with his Scotch jokes and funny stories. Each table at the dinner party responded to a toast, the Junior contribution being the best. The March Hares presented the club with a set of library shelves to be placed in the lounge. Mrs. Charles Weeks, accompanied by Mrs. Morgan, sang a group of Irish songs, and the Juniors put on a dramatic dancing stunt that was short of a *scream*. Miss Clow was chairman of the evening. Dancing followed the dinner.

Send in your choicest recipe for unusually good things: Here is one you must try:

BRAN MUFFINS

2 cups wheat bran
1 cup graham or entire wheat flour
¼ cup sugar
1 teaspoonful salt
2 teaspoons baking powder
½ cup raisins (chopped)
½ cup English walnuts (chopped)
2 cups sweet milk
2 eggs

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FUNNY, MEBBE!

Miss Arlett, principal of the Roosevelt Hi, was putting her brightest students thru their paces upon the occasion of a visit from the school trustees.

"James," she asked, turning to one boy, "who signed the Magna Charta?"

"Please, sir, 'twasn't me," whimpered Jimmy.

In disgust he was told to sit down; but the wary visitor was not satisfied. "Call back that there, boy," he said, vehemently, "I don't like his manner. I believe he did do it."

—o—

"What did you learn at college?"

"The three R's."

"But what are the three R's?"

"Rah, rah, rah."

—o—

"No, Herbert, I am sorry; but I am sure we could not be happy together. You know I always want my own way in everything."

"But, my dear girl, you could go on wanting it after we were married."

—o—

"Hello."

"Hello, is Boo there?"

"Boo who?"

"Don't cry, little girl. I guess I have the wrong number."

—o—

Customer in restaurant—"How's the chicken today?"

Waitress—"Fine. How're yourself."

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MOONLIGHT AND ROSES

By Ben Black & Neil Moret

When vesper bells are ringing,
I hear sweet voices singing,
As evening shadows fall
'Tis then my heart grows fonder,
As through the flow'rs I wander
With thoughts so true, dear,
Always of you, dear;

REFRAIN:

Moonlight and roses
Bring wonderful mem'ries of you
My heart reposes
In beautiful thoughts so true
Lunelight discloses
Love's olden dreams sparkling anew
Moonlight and roses
Bring mem'ries of you.

2

I oft recall our meeting,
Our tender, loving greeting,
Your smile still haunts my dreams
And then alas, we parted,
You left me broken hearted
But still I yearn, dear,
For your return, dear;

—o—

SAY IT WITH A SMILE

How many times during the busy day in the office or home wouldn't you appreciate an appropriate enactment of the scene in Dickens' "A Christmas Carol" where he says, "in came Mrs. Fezziwig, one vast substantial smile?"

Smiles correspond to melodies in music; frowns to wrong note.

Frowns denote perplexity, anxiety, moodiness, self-pity, grouchiness, criticism, resentment. Away with them!

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, March 30, 1925

Number Nineteen

"If America wishes to maintain its prosperity it must maintain its ideals."—
Calvin Coolidge.

DINNER

Thursday, April 2, 1925, 6:15 p. m.

Speaker—CAPT. S. N. NANCY, Author and World Traveler

Whose cares is as spectacular as it is interesting.

As a member of the Ireland forces in the great war was captured by the Germans, escaped into Holland and then to France. Here he was recognized by Foch and Joffe and sent on world-speaking tour with regard to German propaganda. On coming to America Captain Nancy became identified with the American Legion and under their direction and the Federal government is continuing his public addresses dealing with the great problem of Americanization.

C. Stanley Woods of the local post of the Legion says:

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Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Profesional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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WHY SO MANY DINNERS!

The Club machine has become very much overheated these last few weeks. It was not that the radiator was empty, but that the pipe line became clogged with by-law amendments, necessitating a shifting of the gears. And to make matters more complicated, the gas line from the program supply was broken in upon by the oil from the annual meeting, along with entertainments which could only be given at night, all of which reacted on the differential and threw the gears out of mesh.

This kept the Club mechanics so busy they had no time for the attention required by the siren, with the result it has honked overtime for dinner instead of giving a luncheon warning every other block.

But this will soon be remedied. The mechanical staff has demanded relief and the powers that be, having issued a call for a new crew, it is expected they will be installed in another week or two, when the "trouble-shooter" will have time to get action on the spark plugs and battery, then we will once more be hitting on all four, with luncheons on the first and third Thursdays and dinners on the second and fourth, with the spare being utilized for another lunch.

Have patience, we will soon be humming along smoothly!
M. B. W.

CLUB NOTES.

It is with sincere regret that club members learn of the critical illness of our dear Mrs. Borland who is suffering with pneumonia at the home of her daughter, Mrs. Gilson in Mandana Blvd.

—o—

Club dinner last Thursday was fairly well attended. Chairman of Nominating Committee read a report, then followed a demonstration of the Ampico player piano including songs and stories given by Mr. George R. Madison of the Wiley B. Allen Company. Mrs. Clara L. Burnett, mezzo-soprano, sang a group of three songs most pleasingly. Mr. Madison contributed also a bass solo to a very delightful evening. Better come out, members, to enjoy all the good things provided for your enlightenment and enjoyment.

Do the San Jose Business & Professional Women know how? Ask some of the Oakland members. who together with visiting members from San Francisco, Berkeley, Sacramento and Palo Alto, helped them to celebrate their fourth birthday at the Hotel Vendome on the evening of March 21st. The new president, Adeline Coyle, smiled a gracious: "We love you, and we thank you," when she took the gavel from the charming Past President, Josephine Engert. Mrs. Z. Clement, President of the State Federation, gave a most inspiring address. Mary Margaret Morgan, County Supervisor from San Francisco, said delightful things about all of the visiting clubs. The feasting, singing and good will all proved irresistible. They certainly do know how and we want to go again!

ELECTION OF OFFICERS.

The Nominating Committee submits the following nominees for office for the ensuing year:

PRESIDENT—*Mrs. M. M. Guber*, Guber Hat Shoppe.

Miss Eloise Cushing, attorney-at-law.

VICE-PRESIDENT—*Miss Martha Chickering*, Executive Secretary Red Cross.

Miss Ella Saylor, Saylor's Chocolate Co.

RECORDING SECRETARY—*Esther S. Goodwin*, Merchants Exchange.

Miss F. M. Warner, Public Health Center.

CORRESPONDING SECRETARY—*Mrs Edith M. Bakewell* (incumbent).

TREASURER—*Miss Claudine Detoy*, office Drs. Sargent & Van Nuys.

AUDITOR—*Miss Alice G. Kirkland*, Coast Tire Co.

Miss Mabel Kuss, Pacific Mausoleum Co.

DIRECTORS—*Miss Mary Campbell*, Principal Campbell School.

Miss S. M. Chalmers, Bates and Borland.

Miss Florence E. Russell, Public School Nurse

Miss Victoria Escoffier, Bekins' Storage Co.

Miss Mabel Little, Oakland Laboratories.

Mrs. Edna M. F. Spencer, Spencer Dahlia Gardens

PROGRAM

Opening Event—*SPRING SERIES*
Quality Entertainments
given by the *PHILOMELS*

1. Corinnian Trio.
2. Vocal Solos — *VIRGINIA TREADWELL*, mezzo soprano.
3. Cantillations—*MRS. R. D. PAPANDRE*.
4. Series of six dances produced thru courtesy of the Grace Borroughs School of Dancing.
5. An Ancient Japanese Farce, "Somebody Nothing" Students of Alexander Hamilton Hi School. Direction H. E. Troxel.
6. Corinnian Trio.
7. Vocal solos—*Miss Treadwell*.
8. Exhibition Tangos—
CELSO RECRAT
RITA LEHNER
9. Whistling Solos—*MARGARET SPRUANCE*
10. A satire—"The Beggar and the King". Cast same as in No. 5.
11. Moonlight and Roses—*Tableau* by the *PHILOMELS*.

Tickets for the series of three programs of which the above is the first, were sent out to club members last week. Many checks are reaching the Philomels in response showing an unusual interest in the forthcoming series. You won't be disappointed in any particular—plan to attend all three events, and does not the above program look promising for a beginning?

If you have not yet made your returns bring your tickets and pay at the door. Single admission 50 cts.; the series only \$1.00.

THINGS TO FORGET

If you know a thing that will darken the joy
Of a man or woman, or girl or a boy,

That will wipe out a smile or the least way annoy

A fellow, or cause any gladness to cloy—

It's a pretty good plan to forget it.

—o—

"How curious it is," remarked Percy to Marjorie, "that all your sisters are fair and you are a brunette!"

"Yes," she replied. "But that's easily explained. I was born in a flat where babies were prohibited, and had to be kept dark!"

—o—

Mr. Sapp—I've got a great mind to rock the boat and frighten you.

Miss Sweet—Once before a young man like you tried that and the boat upset.

Mr. Sapp—And what did you do?

Miss Sweet—I swam ashore and notified the coroner.



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APHORISMS

The good work done by an organization must be the result of team work between the president, the directors, executive committee and the various committees and the members of each committee. Any time one woman lays down on the job she is retarding the whole machine. When a lot of them lie down and roll clear over, they darn near stop it.

I believe in the stuff I am handing out, in the firm I am working for; and in my ability to get results. I believe that honest stuff can be passed out to honest men by honest people by honest methods. I believe in working, not weeping; in boosting, not knocking; and in the pleasure of my job. I believe that a man gets what he goes after, that one deed done today is worth two deeds tomorrow.

When you find a man a little better than his word, a little more liberal than his promise, a little more than borne out in his statement by his facts, a little larger in deeds than in speech, you recognize a kind of eloquence in that man's utterance not laid down in Blair and Campbell.

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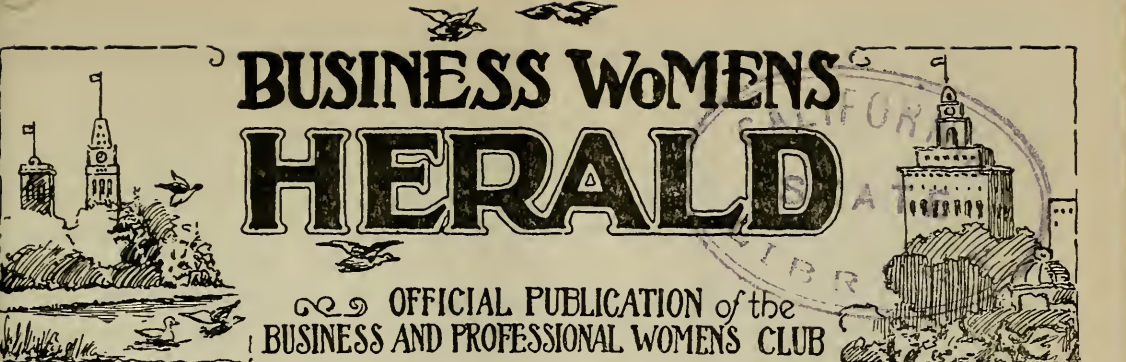


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CALIFORNIA

Volume Two

Oakland, California, April 6, 1925

Number Twenty

"Fear not the future. Do the daily task with all the wisdom you can muster. Move with caution and with courage, have faith in the power of human nature to build enduringly and well, and above and beyond all this, have a saving sense of humor and humility."—Quoted recent editorial by MRS. S. C. BORLAND.

DINNER

Thursday, April 9, 1925, 6:15 p. m.

Plates 85 Cents

Annual Election of Officers.

Polls will be open from 6:15 to 8 p. m.

All members whose dues are paid to March 1, 1925, are entitled to vote,

This will be a meeting for members only.

An Easter program will provide entertainment along with good fun appropriate to the Easter time just what, the Bunnies refuse to divulge.

Mail your reversations at once.

Remember no guests.

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Suzanne M. Chalmers.....*President*
Mary Barmby.....*Vice-President*
Jean Baird *Rec. Secretary*
Edith Bakewell.....*Cor. Secretary*
Eunice Pritchard *Treasurer*
Sue M. Bradley.....*Auditor*

AT EASTER TIME.

What is it stirs my blood to
swifter motion, and quickens pulse
beat to unwonted measure? What
is it brings this glow of fervid rapture,
and bubbling joy outpouring
from my lips? What is it gives to
skies a brighter hue, with rifts of
radiance through the billowing
clouds, suggesting, but not quite
revealing, the hidden glories of the
heavens beyond? What is it brings
the buds to bursting promise of delicately
fragrant bloom and succoring
fruit? What is it brings the
sense of chords celestial, deep harmonies
pervading mind and soul,
that leaves no silence in the vast
creation, blending the spheres in
one melodious whole? What is it
rouses slumbering ambitions, eager
desire, and confidence to do, to
make the world a place of love and
beauty, with all mankind as
brothers, loving true?

Whence comes this dawning
power, I ask? The answer is, 'Tis
Easter time; the tide of all creation
swells with pregnant possibilities
of life, new life, that flows far
out beyond the shores of the exhausted
past. New life! Ah, magic
words, revealing to my searching
heart the import of the Resurrection
Morn, the Truth sublime, that
Life exists forever, receiving as it
gives, in fullest, its own renewing,
eternally expressing the life that
breathes of love, the life of God.

(Contributed).

IN TRIBUTE

Again the HERALD staff suffers a sad depletion in its ranks. The sudden passing of Mrs. Sarah J. Borland leaves the staff without a very wise counselor. To know Mrs. Borland was to love her and to work with her was to recognize an unerring judgment and a remarkable insight into situations and things—something one soon learned to lean upon and to trust. That is a rare gift in any one and Mrs. Borland remained keen in her ability to set proper valuations to the very last of her long and interesting life. One of the last messages sent from her lips during her final illness was to the editor of the HERALD expressing regret that she could not contribute any thing to this week's issue of our club paper. So conscientious and faithful to duty was she that nothing ever was permitted to interfere with her weekly contributions of some sort. For one year beginning in June, 1923, the staff consisting of Mrs. King, Mrs. Borland, and the present editor met in weekly conference to discuss the policies of the paper and it was during these meetings that Mrs. Borland's noble qualities became so vitally recognized.

The poem, widely commented upon and which was used editorially when Mrs. King left us, was submitted by Mrs. Borland with the remark that it was one of the most beautiful she had ever seen and so the editor begs the privilege of using it again for one who loved the club ardently and whose memory will ever remain fresh in the minds of her many personal friends and fellow club members of the Business and Professional Women's Club.

ZANNETTE W. POTTER.

Farewell! A little time, and we
Who knew thee well, and loved thee here,
One after one shall follow thee
As pilgrims through the gate of fear,
Which opens on eternity.

Yet shall we cherish not the less
All that is left our hearts meanwhile;
The memory of thy loveliness
Shall round our weary pathway smile,
Like moonlight when the sun has set,—
A sweet and tender radiance yet.

Thoughts of thy clear-eyed sense of duty,
Thy generous scorn of all things wrong,
The truth, the strength, the graceful beauty
Which blended in thy song.

BE SURE TO VOTE

Follows a corrected list of nominees for office to be voted upon next Thursday, April 9, at the club rooms. Poles will remain open for 6:15 P. M. to 8 P. M. Vote by ballot.

PRESIDENT—Mrs. M. B. Guber, Guber Hat Shoppe.

Miss Eloise Cushing, attorney-at-law.

VICE-PRESIDENT—Miss Martha Chickering, Executive Secretary Red Cross.

Miss Ella Saylor, Saylor's Chocolate Co.

RECORDING SECRETARY—Esther S. Goodwin, Merchants Exchange.

Miss F. M. Warner, Public Health Center.

CORRESPONDING SECRETARY—Mrs. Edith M. Bakewell (incumbent).

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Miss Florence E. Russell, Public School Nurse

Miss Victoria Escoffier, Bekins' Storage Co.

Miss Mabel Little, Oakland Laboratories.

Mrs. Edna M. F. Spencer, Spencer Dahlia Gardens

CLUB NOTES

Greetings and good luck to the BUSINESS WOMEN'S NEWS, state publication of the federated Business Women's Clubs, published in San Francisco, direction Zuzu Clement. Copies of Vol. 1 No. 1 at the club rooms—help yourself.

Yes, the Philomels have made good again! Their first affair of the Spring Series of entertainments last Tuesday night in the club hall was a great success. The room was filled and now the query is where shall we put them at the next event, the Fashion Show on April 28 (not 25) as stated on the blue season tickets? The program was varied and most pleasing, the Philomels making one of the big "hits" of the evening with "Moonlight and Roses" for the closing number. And every body said the Philomels looked like "a million dollars". Think of that!

And Mrs. Blote didn't have half enough candy to sell, so popular was that feature. Who will volunteer to make a plate of fudge or whatnot for the next program?

Sh—this is confidential, but when both Mrs. Barndollar and Z. W. P. got going back the stage all traffic stopped in those narrow halls—and that is the reason for a few trifling delays, we guess.

Blanche Stedman made a record for herself in handling the door sales, too. She is the rock-of-Gibraltar kind anyway.

And actually there is a near scandal in the fact that Ida May Bradley and Knave, who is none other than Mrs. Jessen, really picked out two men to flirt with in the audience when they "did their stuff" in the final song. Naughty, naughty.

Miss Chalmers, Mrs. Whitaker, Miss Kruger, Mrs. Ormsby and many other prominent folks were in the audience—but many members are evidently saving their tickets for the next time. Remember you can use all your admissions at one time if you like—and they are only \$1.00 for three. Cheap enough!

Who is planning to attend the national convention at Portland, Maine this summer? Some members are speaking of the European tour, also. Think it over seriously. See the *ad* relating thereto in this issue.

Laurie Thorne, president of the Juniors, begs to announce thru the columns of the HERALD that the Juniors will hold their second dance in the new club house on Tuesday evening, April 14. It is to be known as an "April frolic." Tickets fifty cents per person.

Listen, a treat is in store for us! Geoffrey O'Hara, author, critic, humorist, known as the delineator of *k-k-k. Katy*, popular song of war times, will be the club guest on April 16. Mr. O'Hara is speaking before various organizations and uses the Duo-Art in demonstration of his illuminating program. Plan now to be there—a huge crowd is expected.

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A FINE MEETING!

What a wonderful meeting that was last Thursday! Capt. Nancey proved himself a speaker of the highest ability in which he urged our women to stand for a higher degree of Americanization, to band ourselves together to smother sedition and all unpatriotic endeavors rampant in our land, to know and to love our national songs and traditions and to become familiar with the early American principles on which our great country was founded. Too bad we can't have more speakers of this kind. In closing the speaker paid a wonderful tribute to womanhood, and extolled Edith Carvel as the bravest “man” he had ever known. His familiarity with world conditions aided his astounding recital of things as they really are and to give timely warning to those who would preserve our country and our flag.

The speaker was good enough to like our community singing and how the club members did enjoy singing those good old songs with Miss Blake again at the piano. And Norman Price, delightful tenor, was good enough to sing for us, too. Moving picture stunts closed a very enjoyable evening.

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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, April 13, 1925

Number Twenty-one

DINNER, Thursday Evening, April 16, 6:15 p. m. 1925, Plate 85c



GEOFFREY O'HARA

INSTALLATION OF OFFICERS—Part I.

MISS S. M. CHALMERS, outgoing president, will transfer her authority into the hands of MRS. M. B. GUBER, newly elected president, with appropriate ceremony. Felicitations, music, etc.

GEOFFREY O'HARA and the Duo-Art—Part II.

Subject: "The Economic Value of Music"

Musician of talent and quality, entertainer, wit, composer of many of America's favorite songs—that is Geoffrey O'Hara.

No figure in American music circles is more familiar or more loved. O'Hara's songs have made him known to millions. During the war his rollicking "K-K-K-Katy" was the universal favorite with the American doughboy; they called it "the song that broke the Hindenburg line." Who has not heard his delightful French-Canadian patois songs, among them "The Wreck of the Julie Plante"? Or the song that quieted many a sore heart after the war, "There Is No Death"?

But if Geoffrey O'Hara had never written one of his host of songs, he would still be famous as one of America's foremost entertainers. Give him a piano and an audience—men, women or children—and a remarkable treat is assured. He talks on music in general, how it is made, its importance to the home and community, and other interesting subjects—all illuminated with a wit that is delightful and a personality that is irresistible.

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BUSINESS WOMENS HERALD

*Official Publication of the
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WOMENS CLUB, Inc.
of Oakland, California*
*Address all communications to
Zannette W. Potter, Business
Manager, Clay at Fourteenth
Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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ELECTION MEETING APRIL 9.

Our club life is just one surprise after another! If any member came to scoff last night she remained to play! Think of it! The new officers were elected during a sacred week. This will probably stand out as an election unique in the history of the club. No wonder the captains who so ably steered our club ship during this past year of adjustment were inspired to dispense with the tiresome details of election before dinner. After doing our duty by the club we entered "Peace Auditorium", broke bread in a new spirit of harmony, then proceeded to design our new easter bonnets. Glory Be! the business women have seen the light three days ahead of time. We've had our new birth, resurrected from the old order into the new, and are all satisfied that the newly elected ones will carry on the good work of those who have gone before.

What fun it was to shape and fashion those hats and what jolly rivalry it was, too. Finally all marched past the "grand stand" where five austere judges "sat in state" and eagerly awaited their decision. Kathryn Fleming carried off first prize with a dainty poke bonnet creation and Grace Maurer second prize wearing a stunning black artist studio hat. Honorable mention for their creative ability went to Dora Cooley, Ora Egan (Lizette), Dr. Margaret Wythe (Musete), Louise Scarper (sweet sixteen), Florence Hill, Helen Powers, and Florence Bussell, "Bowery kids." Florence Bussell was a good model, too.

Follows the names of those who will serve the club for the ensuing year as officers:

MRS. MARY B. GUBER,	MRS. ESTHER GOODWIN,
<i>President.</i>	<i>Record. Sec'y.</i>
MISS ELLA SAYLOR,	MRS. HARRIET BAKEWELL,
<i>Vice-President.</i>	<i>Corres. Sec'y.</i>
MISS CLAUDINE DETOY,	MISS MABEL KUSS,
<i>Treasurer.</i>	<i>Auditor.</i>

Board of Directors:

Miss S. M. Chalmers, Miss Mary Campbell and Miss Victoria Escoffier to serve with Mrs. Bessie Wood Gustason, Mrs. Bessie G. Whittaker, and Miss Bird M. Wilson, holdovers.

Give these ladies whom you have elected your unqualified support. They were elected to serve but not without your help.

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condition; \$20. Tel. Mrs. R. E.
Gilson, Glencourt 3497.

LIVING PICTURE DANCE Second Social Event

By Holding Company

Find extra card with this copy of **HERALD**. On it will you please write names and addresses of any friends who you think will be interested in the club dances held monthly in our own club auditorium, 1608 Webster Street? These names will then be used as a mailing list to send out invitations for each dance. Please return cards to club room. The next dance, scheduled for Saturday night, April 18, will be a **LIVING PICTURE DANCE**—a novel and interesting affair. Tickets and letters to mail to your friends may be gotten at the club. Mrs. M. B. Guber is chairman of this second social event and will be assisted by Madame Louise Mackay-Grant, Ella Saylor, Mrs. R. S. Moran, J. Florence Moore and Mrs. A. M. Jessen acting as chaperones. Remember the price is only 50 cents per person and a good time is assured everyone.

PARLE VOUS FRANCAIS?

Some 13 of our Frenchies are planning to attend "La Gaiete Francaise" to hear "La Poupée" in San Francisco, on Tuesday night next. First, they will gather at a popular French restaurant to enjoy a Bohemia dinner—these gay girls—and then repair to the theater to look wise and pretend to understand every word that shall be spoken. Some of us are skeptical about this, however. Prominent among these ambitious ladies are Joe McClenegan, Ora Egan, Alice Brookman, Georgia Maiden, Miss Deto, and Mrs. Escoffier. They meet at Tuesday's lunch table under the tutelage of Miss Kathryn Treat of the Y. W. C. A. and are making rare progress. Success!

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CLUB CALENDAR

April 14—Junior "April Frolic"
Dance Club Auditorium.

April 16—Installation Dinner and
Geoffrey O'Hara and Duo Art.

April 18—"Living Picture Dance"
given by Holding Co.

April 28—FASHION SHOW given
by **PHILOMELS**, second event
of spring series of entertain-
ments.

—O—

CLUB NOTES

Don't miss the Installation Exercises next Thursday and wouldn't it be nice to dress up "real pretty" in honor of the outgoing and incoming Presidents? Let's do it right, girls.

—O—

And then to miss **Geoffrey O'Hara** would be a calamity indeed. He is used to crowded houses every where he appears. Shall we disappoint him? **NO!**

—O—

Miss Chalmers is anxious, too, that we invite our "men folks" in honor of the occasion. **Do that.**

See the additions to the **HERALD** staff: **Bird Wilson** will serve as contributor. **Mrs. L. K. Brockhagan**, special writer and **Alice T. Burnell**, jokester. Send in news items and contributions to the Editor. Let's make the **HERALD** take on the newness of the new administration.

—O—

Find your reservation card in the folds of the **HERALD** this very minute and mail it, saying you will be there next Thursday to dinner and bring a guest or two.

—O—

Watch for that extra, ruled, white card in the **HERALD** fold this week to write names and addresses on of those who might like dance invitations from time to time.

These monthly dances are destined to become a popular and fixed institution in our club life—events looked forward to with keen interest and pleasure.



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JAMES ISHERWOOD

famous Canadian baritone who has been secured to sing at next Thursday's dinner will render two groups of splendid songs including the "Prologue" to "Paliacchi". Don't miss hearing him.



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PHILOMELS CELEBRATE

The *Philomels* celebrated Easter last Saturday night in unique fashion. Everything savored of the glad Easter time, menu, program, decorations, favors, etc. Mrs. Gifford, Alice Zwillinger and Miss Stedman put over the enjoyable program which included an egg race, an egg hunt and other egg features.

Mrs. J. G. Marshall favored with a group of three songs very sweetly rendered.

Final plans were laid for the second event of their *Spring Series* of Entertainments, The Fashion Show to take place Tuesday night, April 28. This event will open with a ballet, "The Awakening of Spring" including more than 30 dancing students of Miss Alice Zwillinger, new club member.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, April 20, 1925

Number Twenty-two

*"We may live without poetry, music and art
We may live without conscience, and live without heart
We may live without friends, we may live without books
But civilized man cannot live without cooks."*

DINNER

Thursday, April 23, 1925, Promptly 6:15 p. m.

The Plates 85 Cents

Program under the direction of the GAS APPLIANCE COMPANY

Theme—BACK TO THE KITCHEN.

Program:—PRUDENCE PENNY whose radio talks on household economics in the San Francisco Examiner are so much admired will speak.

"SCOTTY" of the San Francisco Chronicle will recite "Mother's Baking Day."

LEW F. GALBRAITH will tell us "What is the matter with your gas stove?"

Mrs. Abbie Farnsworth of the P. G. & E. will perform demonstrations on a beautiful stove set-up for the occasion.

Two prospective brides in the club will be given "kitchen showers" for their respective hope chests.

A little music of the "homey" kind will be featured.

**DON'T FORGET THE TWO CENT STAMP REQUIREMENT NOW ON POST
CARDS WHEN YOU SEND IN YOUR RESERVATION THIS WEEK.**

Send a Card to Mother
on Mothers' Day
don't forget the Other Mother

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our Card Room

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Mabel Kuss.....*Auditor*

DIRECTORS

Mary Campbell
Suzanne M. Chalmers
Victoria Escoffier
Bessie Wood Gustason
Bessie G. Whittaker
Bird M. Wilson

STANDING COMMITTEES

to be announced by President Guber
in next issue of HERALD.

THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
L. K. Brockhagan.....*Club Notes*
Alice T. Burnell.....*Jokes*
Jos. McClenegan.....*Advertising*

The Fashion Show to be given by
the Philomels in our club hall on
Tuesday night, April 28, is made
possible only thru the courtesy and
co-operation of ROOS BROS. out-
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BOOKS! BOOKS! BOOKS!

If you were on duty in a Lighthouse way up on the Alaskan coast, or even out here at our own Farallones, where a ship only calls once in three months, what would you want most of all, next to the companionship of some dear one? Why, BOOKS, of course.

And if your brother, or your son, or any young lad you were interested in, chose to serve the world in the merchant marine, or even merely sought the adventure and experience of "a life on the ocean wave", what would we want to send with him as his best companion during his hours of idleness when the day's duties were over? Why, BOOKS, of course, GOOD BOOKS.

Well, now is your chance to make that a reality for some boy. The California Library Association has for the last two or three years been making a systematic collection of good books for the Merchant Marine distributed through the Seaman's Church Institute, distributing in 1923 about 22,000 volumes, and in 1924 about 35,000 volumes. We have many good members of the Library Association in our membership, and they know how anxious we are to be of service in all such good lines, and therefore have asked us to assist them in this work this year by bringing our books to the Club Rooms this week.

THIS IS BOOK WEEK

Bring in your books to the club rooms, and select those you think would be just right to send to men and boys far away from home, in all parts of the world, and spending long hours at sea.

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DANCE, A HUGE SUCCESS!

The second Saturday night Holding Company dance with Mrs. M. B. Guber serving as chairman was a great success. Many new faces were seen, many young business men in evidence—all surprised and delighted with our beautiful club house and anxious to continue coming to the social dances. The living picture feature was as novel as it was pleasing, each fair lady posing for a moment in a highly lighted frame before being claimed by her dancing partner.

The next dance will take place Saturday night, May 2, and hereafter the first Saturday night of each month until further notice. Miss Faye Otis will serve as chairman. Tell your friends and look for another joyous evening.



MRS. M. B. GUBER

President-elect of the Business and Professional Women's Club of Oakland

Greeting from our new President.
"Club Members and Friends:

"Another year has rolled around, and with this lovely new club house and a large membership we feel sure this will be a happy and prosperous year.

"As I stated on the night of the election, the officers you elected were not only highly honored, but assumed responsibilities as well; which means a sacrifice of time and much constructive thought on their part.

"We all pledge our Faith and Service to this club, and feel certain that every member stands by ready to serve.

"Our success in the past has been largely due to the co-operation of the members, and as a result, a spirit prevails seldom seen in a club of this nature.

"As your President, I will give of my best, and invite your suggestions and advice; for little can be done without your help—for 'In Unity There Is Strength.'

MARY B. GUBER.

PHILOMELS, ATTENTION!

An important meeting of the Philomels is called for Friday night, April 24, and will take place in the front suite of attic rooms in the club building. A full attendance absolutely necessary—much to prepare for Fashion Show on the 28th inst. Report at 7:15 sharp. Refreshments at 10. Ascend front stairs and keep going.

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AMONG OURSELVES

Miss Bradley, chairman Philomel candy committee, wants enough candy this time to serve all who wish it at the Fashion Show on the 28th. Will you help by making a pound or two of delicious home-made candy or a plate of fudge? It is so popular and eatable, everybody clamors for it, and the Philomels will be so grateful for the help. Leave same at the club by Monday, April 27. Thank you.

Mrs. Helena Gamble wishes again to remind that the long-postponed dollar-day is near at hand, it being planned to hold same during the month of May. Have you earned that dollar yet? and in some unusual way? Get busy, says Mrs. G.

Look out for the joke column next week. Plenty of copy sent in by the new joke editor but no room to run same in our little HERALD. Poor HERALD, its back is sometimes nearly broken these days with material but space is lacking.

Don't forget BOOK DAY is next Thursday. Bring a good one to the club dinner with you—let us see what a lot of them we can assemble. Or if not at the dinner leave one at any other time, but make it soon for the boats to the northland leave only at intervals.

Returns for last theater party are not all in yet. Why procrastinate? Send in your money at once and get this matter settled up.

Will all the May birthdays send in their names to the club room at once? Bird M. Wilson will act as chairman for this group who first saw the light of May in the lovely month of May—something interesting will be doing forthwith and the time is short.

Be sure to read Florence Burrell's letter to the HERALD editor in this issue. Will more club members write occasionally and tell us what they think of things doing in the club? Let us know your reaction. A few carry on the work of the club at considerable cost of time and effort and they would enjoy hearing at times how it is appreciated or if it is enjoyed.

Dora C., Florence B. and Mae B. W. would like to know just how, when and where Mary C. arrived home last Saturday from Walnut Creek. Carrie K. waited dinner, we understand. Explanations are in order. Mary.

THE COMMUNITY DINNER

At the Civic Auditorium,
Tuesday, May 5

Celebrated Annual Event

We have four tables reserved for our club members and of course should fill every seat. More than 2500 are expected and we should be a worthy part of this great community gathering. There will be speakers of prominence well worth hearing. The reservations are being claimed now and we are limited to 144. Have you yet signed up? If not, do so at once. And if we make a good showing there we must "come thru" with a good stunt. Accordingly, there will be a snappy drill at the business meeting of the club to take place Thursday at noon, April 30. Every one who attends the community dinner should be present. Nothing like team work and we can put it over if we will but get together. Price per plate only \$2.00. See Miss Wilkin.

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THE MEETING LAST THURSDAY NIGHT

To describe it would be impossible—it was a perfect joy from beginning to end. Not a hitch and everybody looked lovely and every body was very happy. Mr. O'Hara was surely a scream from beginning to end and proved the excellent merit of the Duo-Art reproducing piano. Mr. James Isherwood, Canadian baritone, was almost a sensation—proved so popular that after returning from the Franklin theater he was induced to sing numerous song favorites.

Follows a letter from a member which describes undoubted the impression of every club member present:

Miss Z. Potter,
Dear Editor:

"I have just returned from the meeting and I have to tell someone, and why not you, how proud I was to be a member of the Business & Professional Women's Club tonight. I realized as never before what a fine lot of women we have; our retiring president—how graciously she gave the chair to her successor, and how pretty they both looked, in their new dresses—how delightfully planned the whole ceremony; for each retiring officer to present her successor with a bouquet as she conducted her to the chair; the big Auditorium filled to over flowing with members and their friends; Mr. O'Hara's entertainment; the whole performance was inspiring and I only hope we may all live up to our collect so impressively read by our own Bird Wilson, through the coming year.

Sincerely yours,
FLORENCE B. BURRELL.



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Oakland, California, April 27, 1925

Number Twenty-three

"There is no greater cause of melancholy than idleness,
no better cure than business."—BURTON.



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LUNCHEON

Thursday Noon, April 30, 1925, 12:15

CELEBRATION IN HONOR OF RETURN TO LUNCHEONS

In order to prepare the better for the club "stunt" to be enacted at the COMMUNITY DINNER at the Civic Auditorium on May 5, a part of the luncheon time will be given over to drill.

What a luxury in the scheme of things! Think of taking time to prepare a program—almost unheard of procedure, but come and participate—it will do you good and reflect credit and honor to your club. You know we may get favorable mention down at the community dinner with nearly two thousand eyes turned our way, for with a little drill we will certainly make the multitude "sit up and take notice."

The Plate 60 Cents.

And Let's Be On Time—12:15.

Remember the two-cent stamp on the card when you send in your reservation this time and every time hereafter.

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Mothers' Day
May 10th

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Hospitality—Leoma M. Henas
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**Business and Professional
Women's Hall**
1608 Webster Street
Hrs. 11 A. M. to 1 P. M. Daily
Phones: Lks. 514 or Oak. 1470

WOMEN ARE NOT SO SLOW.

It seems sometimes that women are rather slow in "arriving" in the various lines of endeavor, but just pause a moment, and see what has actually been done in the last thirty years.

At the time of the World's Fair in Chicago, 1893, women were represented in *one* occupation only, and that was—what do you imagine—needlework! This month a *Women's World Fair* opened in Chicago, with more than 70 occupations represented, and undoubtedly there are many more not represented. Some speed, eh?

Since the incident of throwing cabbages at Susan B. Anthony, when she attempted to establish the doctrine of equal rights for women and equal opportunity, *prompted* a plainsman of Wyoming to introduce in the Legislature of that territory the first woman's suffrage bill in history, the question of our rights has been admitted by all right-thinking people. The present Women's Exposition shows that we have not been sleeping on our rights during the few years we have been permitted to use them. What will the next thirty years show? It's up to you, girls.

THE SPRING FASHION SHOW To Be Given by the PHILOMELS next Tuesday Night, April 28

Club Auditorium — 8:30 P. M.

Thru the courtesy of ROOS BROS. a number of fetching, stunning models will be displayed in *sport, street* and *semi-evening* costumes.

A runway will be erected in the main hall, and the stage enlarged for the fashion parade which will be a revelation to those fortunate enough to secure seats. Come early and avoid the rush. Doors open at 7:30. Price 50 Cents or use any number of admissions on season ticket.

— PROGRAM —

1. Ballet—"The Awakening of Spring" arranged and produced under the direction of Alice Zwillingner with more than 30 dnacing students participating.
2. The Candy Girls' Revue—
Try to identify six dainty club members in paper costumes.
3. Episode I. Sport Models—
Find Jeannette Saunders, Laurie Thorne, Lucille Fine, Maud Peterson, Grace Maurer, Grace Rubiolo, Mildred Goodwin, and the Minty girls in this act.
4. Episode II. Down Broadway—
More than 20 striking street costumes will be seen.
5. Episode III. Supper Dance—
This scene will be a delight beyond compare.
6. Episode IV. Celebration of a Golden Wedding. (Good Night Scene). Defy you to find Ida May Bradley, Josephine McClenegan, and many others. Especially look out for Mrs. Blote. Betty Jane Wagner wil again delight you with her childish humor and recitations as well as seven or eight other clever juveniles.

AMONG OURSELVES

Will all chairmen of committees recently appointed by President Guber report their associate committee workers at an early date? We are nearly two months behind our schedule and there is much to do to get fully organized for the coming year. Look the list over in column, page 2, this issue of the HERALD.

We need a few more contract advertisers for the HERALD. Now costs 1½ cents to send club paper thru mails and the "fiddler must be paid"—otherwise the printer and postman and a few others. Understand?

Have you a May birthday? The plans are going forward nicely with the Bay-bees and you won't want to be left out. Bird M. Wilson is chairman and would like your name left at the club if your birthstone is Emerald or Carnelian.

Please be reminded that the next dance to be given by the Holding Company will take place on second Saturday night of the month and not the first (May 2) as announced. It was found necessary to continue the dances on the second Saturday because of counter club dates. Hold May 9 in your mind and plan to attend. Another novel idea will be put over by the chairman of the evening, Miss Faye Otis. Tell your men friends, especially.

Yes, the Philomls met and deliberated and conquered — in other words the turned-off fuse only detained the meeting a few minutes last Saturday night when thirty-six enthusiastic members repaired to borrowed quarters in the Y. W. C. A. and proceeded to take up matters of much moment regarding the *Fashion Show* to take place next Tuesday night, April 28, in the club auditorium. The conference and appointment of committees were continued later in the attic rooms of the club and delicious refreshments closed a wonderful evening.

Who of our members will spend their vacation in the East this summer? Can you not make it possible to take in the National Convention at Portland, Maine, July 12th to 17th? A splendid way to meet other business and professional women and learn what they are doing.

Will every one who has signed up to attend the community dinner of May 5 plan to attend the club luncheon of April 30. It will be absolutely necessary to get some drill on the stunt to be put over. Team work is the thing.

Zannette W. Potter has been asked by Mrs. Guber to represent the club at an elimination speaking contest to be held in the Hotel Oakland next Wednesday, April 29, at the regular meeting of the Knights of the Round Table. Some fifteen representatives of the various service clubs of the city will compete in a three-minute talk on *How Can We Best Cooperate for a Greater Development of the Eastbay*, the winning speaker to represent Oakland against the seven other cities of this section at the community dinner on May 5. 6 points for thought, 2 for continuity, 2 for delivery.

Stung!

There was a young lady from Natchez
Who fell in some nettle weed patches.

She now sits in her room
With her heart full of gloom
And scratchez and scratchez and scratchez.

Diary of a Business Woman

Important Interview today--
looked my best. Think it
due to sample of Neva Clay
Beautifier I tried this a. m.

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Alameda County
Title Insurance Building

ATTENTION, MEMBERS

**DOLLAR DAY IN THE B. P. W. C.
THURSDAY — MAY 14**

All delinquent members that have not earned their DOLLAR in some OTHER PROFESSION than that in which they are engaged must get busy.

It is the desire of the committee in charge that each one write her little story in jingle form and the judges will select the best which will be injected into the program of the evening.

The following committee has been chosen to assist Helena M. Gamble, the chairman: Gladys H. Barndollar, Edna Spencer, Josephine Swan White, Ida Bradley. They are planning a surprise program for the after-dinner hour.

EVERY MEMBER SHOULD BE THERE WITH A DOLLAR (OR MORE IF YOU EARN IT UNDER THE ABOVE PROCEDURE).

BEG PARDON

That good letter which appeared last week in the HERALD about the Thursday meeting was from FLORENCE B. BUSSELL and not Burrell as stated. The Editor passes the error up to the printer and he returns the compliment—so there you are! Our club paper needs an editor and a printer who never make mistakes.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, May 4, 1925

Number Twenty-four

"Every man has in himself a continent of undiscovered character.
Happy is he who acts the Columbus to his own soul."



FREE CITY MAP

Diary of a Business Woman

Important Interview today--
looked my best. Think it
due to sample of Neva Clay
Beautifier I tried this a. m.

75c at Drugstores and
Beautyshops

LUNCHEON

Thursday, May 7, 1925, 12:15

BUSINESS MEETING

This title should carry weight and attract a large crowd. A club of four hundred women must conduct a large amount of business and we are attempting to get more business-like every way.

Come and participate in the plans of the first business meeting of the new administration—it *should* and *will* interest you. The new committees will outline their policies for the coming year and they are all anxious to receive suggestions.

Some one nice will sing and you will go away happy that you came.

Don't forget the two-cent stamp on that card and please mail it promptly. The plate 60 cents.

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Zannette W. Potter, Business
Manager, Clay at Fourteenth
Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Ella Saylor.....*Vice-President*
Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Detoy.....*Treasurer*
Mabel Kuss.....*Auditor*
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MOTHER'S DAY

MAY 10, 1925

By a joint resolution approved May 8, 1914, the second Sunday in May was proclaimed by Mr. Wilson, then President of the United States, as the one day in the year to be set aside for a public expression of love and reverence to the mothers of our country; that day to be known as Mother's Day.

The credit for making this a purely American custom belongs to Miss Anna Jarvis, of Philadelphia, who conceived the idea while arranging a memorial service in remembrance of her beloved mother, in 1908.

It is a far cry from 250 B. C. to 1922, yet even although Mother's Day as we know it, is a latter-day custom, nevertheless we can easily trace back for over two thousand years and see that Mothers have not been disregarded, and that public demonstrations of filial love have been in vogue for many centuries.

We in America can be doubly proud of the fact that we are the only nation that has a genuine Mother's Day, celebrated over its entire length and breadth, and the fact that it was an American lady who inaugurated it by her tireless efforts, prompted by her reverence and respect for the little Mother who had passed on to the Great Reward.

It would be well for us all to emulate the thoughts of Lincoln when he immortalized these words: "ALL THAT I AM OR HOPE TO BE, I OWE TO MY ANGEL MOTHER."

PHILOMELS NOTICE!

Philomels will celebrate *guest night* next Friday evening, May 8, with a dinner in the main auditorium scheduled for 6:15 sharp, and having Peggy Reeves, club member, lecturer, and author as honor guest and speaker of the evening. Special musical program.

AGAIN ATTENTION!

All jingles for the dollar day must be in the hands of the chairman, Helena M. Gamble, 692 Lakeshore Ave., by May 10. Mail to above address.

There will be *five prizes* given for best poem on 2 points; *first* the most novel way of earning a dollar and *second* the most novel jingle.

Come now, let's take part in this big club activity. No fun unless many compete. We need to play together more and with more zest.

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AGAIN THE GRIM REAPER

The death of ESTHER HOERST during the last week came as a sad announcement to our club members who recall her beautiful presence and active work in the club until a year ago. Miss Hoerst served the club as recording secretary for a year and was much beloved and admired by all who knew her.

Sympathy is hereby extended to her family and intimate friends.

AMONG OURSELVES

The troupe of colored singers who entertained us so pleasantly last Friday during the noon hour were grateful guests and would like to come again next year. They travel in a modern schooner, well-equipped and comfortable, and hail from down Mississippi way.

Our deepest sympathy goes out to Mrs. Bessie Wood Gustason in the loss of her twin sister, Mrs. Kimball of Stockton.

The "Frenchies" took French leave again last Friday night with a French dinner, a French play at the French theater in San Francisco and came back jabbering French all the way.

We hear rumors of a brand new section being formed in the club. They met at dinner Monday night with Mrs. Guber honor guest to complete their organization. Watch for a report in next week's HERALD. Hope they don't call themselves the "Has Beens."

Everybody said the Candy Girls' Revue was one of the hits of the Fashion Show. They will wear those same pretty costumes as fairies at the May Flower Dance next Saturday night. Better be there; a wonderful time is in store for you.

There are still a few tickets for the Community Dinner left. Any one wishing to take advantage of the opportunity on Tuesday to claim one of these will phone Miss Chalmers, Oakland 654.

And of course every lady will look her sweetest on Tuesday night. We wear business clothes all day—let us more often don our gladdest togs—the Fashion Show bore home the fact that *clothes do help to make the woman.*

Little Betty Jane Wagner was almost a sensation in her clever recitations at the Fashion Show and her sport costume fitted her to a dot. In fact the juveniles came in for a large share of the applause all thru the evening.

Now, listen, ladies, here is the schedule which President Guber will attempt to keep in force insofar as it is possible: Luncheons will take place on the *first* and *third* Thursdays of each month; dinners the *second* and *fourth*. If a fifth Thursday occurs it will be a luncheon, too, for this latter function seems to be the more popular thing to do in the club.

Miss Faye Otis wishes to meet all the fairies next Wednesday at the club rooms without fail at 7 o'clock. Much to do to get ready for Saturday night dance.

We are fortunate in that Dr. Frank McCoy, the authority on health diet, is to be our speaker on the 14th day of May.

Mary Barmby has just returned from a trip with her sister down thru Mexico and has much to say about it. Will the program committee please make it possible for her to recount what she saw and did at one of our luncheons? Our own people are worth hearing from often.

Did you find the pretty new blotter in the HERALD envelope this week? Please put it on your desk and show it to your office force. With these and other ways we must get our club hall rented almost continuously. Enter upon a campaign to give ourselves a bit of deserved publicity—every time you mention it is a boost. The public is not informed about our willingness and capacity to serve them.

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FASHION SHOW OVER BIG!

The Philomels are receiving unstinted congratulations on the success of their Fashion Show last Tuesday night. Critics said it went off without a hitch and was a delight to behold. Alice Zwillingler deserves extreme credit for presenting her talented dancing pupils in the lovely ballet, "The Awakening of Spring". Then followed the various episodes wherein a number of stunning and attractive sport, dinner and street costumes furnished by *Roos Bros.* of this city were displayed on fetching models including a number of Philomels, Juniors and other club members. They certainly looked the part every time they paraded down the broad runway, and we were awfully proud of them. The whole event took on a professional air and set a high standard of entertainment of this kind in our club.

The final attraction of the Spring Series will be a high class musical evening and will take place on Monday night, May 25 (not the 29 as stated on blue season ticket) with such artists as *Madame Irene Lenoir*, contralto; *Orley See*, violinists; *Josephine Swan White* in cantillations and *Mertianna Towler* at the piano. The event will be a fitting climax to an enjoyable and profitable series of entertainments by which the Philomels hope to complete payments on the club piano.

COME DANCE WITH FAIRIES

Ho, Ho, we the fairies of the May Flower Dance bid you to dance with them on Saturday night, May 9th in the club auditorium, at 8:30 o'clock, when we will fit and dance the festive Maypole. We ask you to wear a flower on your dress so we may tell you from ourselves. On borrowed wings you will dance with us to charming fairy music and we will shower you with presents and you will go home very, very happy.

Fairy Queen Ede will lead her cohorts to the dance and Zan, the fairy god-mother, will wave her magic wand.

By the Fairies

Addie Jasmine, Leoma Lily, Esther Bluebell, Ida May Rose, Faye Carnation, Mabel Poppy, Anna Marigold, Grace Tulip, Mildred Buttercup, Alice Daffodil, Alice Hollyhock, Louise Lilac, Marths Violet, Maud Forget-me-not, Janet Gladioli, Josephine Iris, Martha Lily of the Valley, Grace Peony.

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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, May 11, 1925

Number Twenty-five

"The first step which one makes in the world, is the one on which depends the rest of our days."—VOLTAIRE.



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DINNER

Thursday, May 14, 1925, 6 o'clock p. m.

SPEAKER: **DR. FRANK MCCOY.**

Diet Specialist of Los Angeles

SUBJECT **THE FAST WAY TO HEALTH.**

Dr. McCoy is filling a number of speaking engagements in the bay region and the club is indeed favored in having a man of his calibre appear before us.

Also, Mrs. Eugene K. Sturges will give a simple ten-minute story of human interest.

DOLLAR-DAY will be celebrated with Mrs. Helene M. Gamble as chairman.

(Note details elsewhere in HERALD)

Place two cents on card and return at once to club —
reservations will be at a premium. The Price 85 Cents.

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The Slug's Enemy and the
Garden's Friend
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Claudine Detoy.....*Treasurer*
Mabel Kuss.....*Auditor*

SECTION PRESIDENTS

Hermine Kruger.....*Past Officers*
Z. W. Potter.....(Music) *Philomels*
Laurie Thorne.....*Juniors*

Dr. Lillian Shields.....*Holding Co.*

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NEW CLUB SECTION.

The "Past Officers' Group," familiarly known as the "P. O.'s", came into actual existence on Monday night, May 4th, 1925, when a dinner was enjoyed at the club house. About 20 past officers of the club,—being only those club members who have completed elective office,—signified their desire to affiliate.

While the purpose of this little group is primarily good fellowship, yet, back of it, is the desire to retain for our club the active interest of those members who by their former work for the club received a valuable experience which might again be put to use.

The following responded to the invitation to join: Bird Wilson, Gladys Barndollar, Dora Cooley, Lillian Shields, Minora Kibbe, Mary Barmby, Jean Baird, Elizabeth Clow, Susanne Chalmers, Jessie Eccles, Eva Stromberg, Sue Bradley, Addie Jessen, Alice Burnell, Eunice Pritchard, Edith Bakewell, Josephine McClenegan, Helen Powers, Hermine Kruger.

Miss Kruger was appointed chairman and Miss Eccles vice-chairman of the group.

At the invitation of Miss Cooley, the "P. O.'s" will hold their next meeting at the Cooley country home at Danville on Saturday afternoon next. The trip will be made by auto and a picnic supper enjoyed after the meeting.

—Contributed by a P. O.

PHILOMELS CELEBRATE

The Philomels enjoyed their first *guest dinner* last Friday night with more than 60 present—the evening was a joy from start to finish. Tables were set in main auditorium, beautifully decorated and tasty menu served. Guest of honor, Mrs. Peggy Reeves spoke delightfully about "*Woman, her Rightful Place in the World*," and created much enthusiasm with a proposition to augment the "Florence King Scholarship Fund" which was adopted unanimously later in the evening.

Miss Helen Holmes, with Mrs. F. Hilton at the piano rendered two solos most charmingly and Mr. Leon Mills favored with "Mother McChree" in honor of Mother's Day and responded to insistent encores. Besides a number of personal guests of the Philomels the

following prominent club members shared the evening's pleasure: Mrs. Emma Schertzer, Mrs. F. Haines, Alice Burnell, Mrs. Havlin, Miss Olin, Mrs. Kennedy, and Miss Christensen. Mrs. Olive Bledsoe, Martha V. Gaston, Irene S. Grabow, Inez Jorgensen and Peggy Reeves were initiated into Philomel membership. Mr. C. H. Seccombe was present, as were other husbands, mothers, sweethearts, all of whom responded to toasts.

Guest dinner night will become an institution with the Philomels as it was voted to enjoy such a night at least every other month.

The final entertainment of the *Spring Series* given by the PHILOMELS is set for *Monday night, May 25* (not 29 as announced), when an exquisite musical and dramatic program will be given—a fitting climax to a splendid series.

AMONG OURSELVES.

Yes, the gods continue to be kind with gifts useful and beautiful for our lovely club building. Out of the goodness of her generous heart, Peggy Reeves has presented the club with a beautiful new mirror for the mantel of the club dining room. It is a beauty and every member will appreciate it and enjoy it as time goes on. The giving of this wonderful gift should serve as a lesson to others who "see a need" and proceed at once to fill it. Mrs. Reeves is a woman of quick and decisive action. *No sooner said than done* is her motto, evidently. Thanks, Peggy, a million times!

—o—
And another gift from this philanthropic woman and club member is the offering of her services in a series of lecture-talks on *FACE AND FORM READING* to be given under the auspices of the Philomels for the sole benefit of the *FLORENCE KING SCHOLARSHIP FUND*. The price for the series of seven lectures is placed at \$5.00 for club members and \$10.00 to outsiders. These to be illustrated with interesting lantern slides and will probably take place once a week beginning about the first of June. Previously this series of talks has cost its patrons \$25.00 and is undoubtedly worth it, but this unusual opportunity has come to our club members at this time and every effort will be made to raise at least \$500.00 thru this medium. Mrs. Reeves is a forceful and illuminating speaker with a fund of knowledge and happy illustration at her command. Further, Mrs. Reeves guarantees that any one of usual intelligence will be able to *read people at sight* besides receiving a practical course in applied psychology. Twenty three signified their intention of taking the course at last Friday night's meeting. Mrs. Reeves will receive nothing for her lecture services.

—o—
The S. F. Business Women's Club are giving a fashion show entertainment at the Emporium on Friday night May 15, and would be glad to see some of the Oakland clubbers present. Good time is assured.

—o—
Yes, our club auditorium is "renting up" quite a bit. Note: The *School Men's Club* dines here every month, the *Neighbors of Woodcraft* come May 29, the *Ladies Auxiliary of the Scottish*

Bowling Club give luncheon and card party on May 20, The *Juniors* give a dance on the 22nd of May which they are calling "A Night in Hawaii," the *Hair Dressers* will dance here on May 12, and the *Oak. Chapter of the American Institute of Banking* will also dance on the 26 inst., the *Sequoyah Club of Masons* hold forth on the 23rd.

But tell your friends about the place at every opportunity. There are still many open nights and days and the Holding Company needs the money.

—o—
Mrs. Carrie Hall has returned from Fresno where she witnessed the Raisin Day Parade and is enthusiastic over seeing the Oakland float entered by our local Chamber of Commerce carry off first prize. At some meeting ask her to describe its beauties and her pride in seeing her home town win among a number of exquisite entrants.

—o—
Our participation in the Community Dinner was said to be unique. The whole affair was inspirational and entertaining except the vast noise. Most of the ladies were "princesses", did good team work and all that and there were present the few inevitable "Freddies" who pulled back vigorously, complainingly, criticisingly. 'Twas ever thus; Selah!

—o—
Judging from the noise the P. O's. made the night they formally came into existence as a club section they give every promise of a lusty and vigorous future. Dr. Kibbe officiated as — yell leader.

—o—
That was a good business meeting we had last Thursday, and well attended, too. Reports revealed the fact that the club luncheons clear more than \$100.00 per month. Lovely music was a feature: Mrs. Mary Campbell Toy sang a group of soprano solos to the delight of all with Miss E. Thompson at the piano.

—o—
The monthly dance held by the HOLDING COMPANY last Saturday night was quite well attended despite the rainy weather. Numerous fairies wound a pretty May pole in the center of the Auditorium and as usual the hall was decorated most beautifully by the deft hand of Mrs. Peterson. The music was an especially pleasing feature—it always is. Plan to attend these dances on the 2nd Saturday night of each month.

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**LAST CALL FOR DOLLAR
DAY FOR B. P. W. C.**

Thursday, May 14th

All members who have earned their DOLLAR and ALL MEMBERS who have not earned in a unique way please bring a SILVER DOLLAR. (Not paper or checks.) Those who have already sent checks we will have the CLUB exchange it for a SILVER DOLLAR, or you can redeem your own check by bringing ONE. The committee have a novel plan for collecting same during the entertainment. So hold on to your DOLLAR.

If EVERY MEMBER brings a dollar won't they look fine all stacked up so we can all see them?

JINGLES not in by Wednesday evening will not be entered in CONTEST. JUDGES: Fred Morcom, Congressman Albert E. Carter, Willard F. Schindler.

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Hattie Lehnhardt, Lehnhardt's.
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Virginia Diehl, Leather Goods.
Isabel C. Jenkins, Jeweler.

PLACE—Our own beautiful Club House.

DATE—THURSDAY, MAY 14th

TIME—DINNER, 6:00 O'Clock.

HELENA M. GAMBLE, Chairman.

—O—

PHILOMELS MEET

Next Saturday night in the club dining room—dinner at 6:15 sharp. This is "stunt night"—be prepared with some contribution to program which will follow important business meeting.

**Diary of a
Business Woman**

Important Interview today--
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In her prayers Barbara Jean asked that she might become a better speller and arithmiticker.

Dying Man—I bequeath all my property to my wife on condition that she marries again within a year.

Lawyer—Why do you say that?

Dying Man—I want someone to be sorry I died.

Teacher—Spell little.

Tommy—L-i-t-t-l-e.

Teacher—Tommy, you should say—L-i-double-t-l-e.

Next morning Tommy was asked to recite poetry which began—"Up, up my love, the sun is shining." Remembering his lesson the previous day, he began—"Double up, my love, the sun is shining."

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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, May 18, 1925

Number Twenty-six

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Judge not thy friend until thou standest in his place—HILLEL

LUNCHEON

Thursday Noon, May 21, 1925, 12:15 Sharp

Speaker—MR. KENNETH MARSTON SCOVILLE
Subject—RAMBLES IN PSYCHOLOGY

We are fortunate in securing Kenneth Marston Scoville to deliver one of his popular addresses at our luncheon May 21st. He has chosen for his title "Rambles in Psychology". Mr. Scoville will dwell on the value of psychology in the development of the East Bay Countries. His talks before the Emeryville Industrial Association, the Retail Grocers' Association, and practically all of the Luncheon Clubs, has very quickly won for him a place among popular speakers in the East Bay Community.

Mr. Scoville has been a Community builder and planner and has spent many years in the Theatrical profession, where practical psychology is to be applied almost daily for the success of the daily business.

Mr. Scoville refers to himself as—"An International tramp". His journeys around the world have certainly given him a broad experience, which he reduces to forceful facts, that have been enjoyed and valued wherever he has been heard.

Mrs. M. McCarthy, noted contracto of New York has been secured to sing.

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FREEER DAY BY DAY

Federal Judge Partridge of San Francisco has recently ruled that although the husband may be the only one bringing in money, but one-half of the income really belongs to him, the other half belonging to the wife, in law, and right, and justice. If that ruling is upheld by the U. S. Supreme Court, the housewife will have at last come into her rightful place as an equal earner in the copartnership of marriage.

Shades of our grandmothers, who had to ask "Hiram" for every fifty-cent piece they wanted to spend, and then had to account for how it was spent, besides! Would they could return to enjoy the independence of having for their very own the money they had so truly earned.

Query: Will housewives now be business women?

FINAL EVENT—SPRING SERIES ENTERTAINMENTS

Monday Night, May 25, 1925

Eight-thirty O'clock

The program promises an evening of rare entertainments. If your season ticket is exhausted buy one of any *Philomel* or at door on Monday night—they are only 50 cents—you will get more than value received—and will be helping to augment the payments on our club piano.

PROGRAM

MADAME IRENE LE NOIR, one of the very finest contraltos in the bay region and well-known church singer, will sing alone and with obligato accompaniment by MR. ORLEY SEE, violinist, and prominent member of the San Francisco Symphony Orchestra, with MISS MERTIANA TOWLER, accomplished accompanist at the piano.

DR. ARTHUR WEISS, one of the very best resident cellists to be found in California has consented to render a cello group.

JOSEPHINE SWAN WHITE will give a number of cantillations with Mrs. R. D. Papandre at the piano, and from her studio will come the *Phantasy Entertainers*, Elaine Mitchell and Helen Johnston featuring Miss Johnston's songs.

Dancing contributions to the program include the appearance of CARMA WHITE, charming interpretative dancer of Berkeley, who will give *The Stolen Dance* and *Traum der Seunerin*; also, Miss ADELHIDE SCHRAFT of San Francisco who performed recently at the Mills College Fete, will dance "The Priestess" with Mrs. White at the piano.

REMEMBER THE DATE—next Monday night, May 5, at 8:30 p. m.



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FREE CITY MAP

AMONG OURSELVES

Dr. Lillian Shields, represented our club last Monday night at a business meeting of the Palo Alto Business Women's Club giving them the benefit of her knowledge of club building, the financing of same, etc. The Dr. was most warmly received. The Palo Altans are planning to build a club house of their own. Success to them!

The SPOKESWOMAN, the San Jose club paper is now a sure enough publication with Frances M. Manning as its editor. Their paper is issued only once a month, full of good ads, personals and what-not. Greetings!

Just get the habit of placing 2 cts. on your reservation card and mail it promptly after you get your HERALD on Tuesday morning—yes, that's the system. The program committee has prepared a feast for you for every meeting—don't miss one of them.

How many club members are planning an eastern vacation trip this summer? Think it over and volunteer to represent your club at Portland, Maine, when the Seventh National Convention of the B. P. W. C. meets there on July 13. Nothing could be better—step right up, ladies.

A few more good advertisers are needed for the front page of the HERALD—notice *Bekins* occupies a choice place in the newly-opened-up space where four hundred pairs of eyes look for the weekly club notices. When in need of drayage or storage ring this reliable firm—Oak. 907.

Who will make a nice batch of home-made candy for Miss Mabel Little, Chairman of candy committee for sale Monday night, May 25, the closing entertainment of the PHILOMELS' Spring Series. Yum, yum, it is always so good and in such demand. Never yet has there ever been enough provided to supply the demand. Please help. Leave donations at club by Saturday noon, May 23.

Just think of it, Bird Wilson, a PHILOMEL, and with a PHILOMEL song as her motif carried off top honors at the Dollar Day party. We all knew she would. Congratulations!

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Mrs. Gamble ought to be thanked by every one for adding more than a hundred and twenty-five dollars to the club exchequer in the conduct of *dollar-day*. It was a lot of fun, everybody enjoyed the splendid program and all went home happy. Thanks Helena. Make it \$500.00 next time. We really should have an event like this once a year. Why Not?

"Stunt Night" was celebrated by the PHILOMELS last Saturday when more than 25 gave a diversified program to one another—each one a surprise to all the rest. Fun galore and undiscovered talents brought out.

Those who carried off the prizes Thursday night for the best jingles were: Bird Wilson, first prize; Lotto Roney, second; Alice Burnell, third; Ida May Bradley, fourth; Miss Olive Bledsoe and Lillie Higley tying for the fifth.

Mr. Rudolph Cassero, tenor, sang most acceptably and Helen McGregor and Estelle Crawford made a distinct hit with bagpipes and the highland fling. Fritzie Bush and Polly Rato also danced. Mrs. Josephine Swan White introduced Mrs. Emily Roach in cantillations rendering a number of Indian Letters most impressively with herself at the piano. Congratulations again to Mrs. Gamble for giving the club a wonderful evening.

Dr. Frank McCoy said energy comes from the mind and not from the food we eat—in other words the brighter we are the more energy we have. *Food for thought* any way, eh?

Don't miss hearing Scoville, who has been secured for next Thursday's luncheon. He is a fine type and has a message for every one. Mail in your card NOW.

Patronize our advertisers—they are surely worthy of it. The HERALD could not be published every week were it not for the support given it by those whose ADS you see from week to week. Tell them you saw it in the HERALD.

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It wasn't much then to a boy—
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There was something given
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That lasted after
The thing was done,
And years had passed,
Forgotten — gone.
Something the little
White ribboned Mother
Had wrought that
No tumult of life
Could smother;
Something that blossomed—
And blossoms yet
Though Age has laid hand on
The True Blue Cadet.

W. NAT FRIEND.

PHILOMELS MEET

Saturday night, May 23 in attic rooms of club for important business meeting at 7:30 sharp. Much to do—all should be present to prepare for concert on Monday following.

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—O—

Honor the chief. There must be a head to everything.

—O—

Remember that the game is the thing, and that he who thinketh otherwise is a mucker and no true sportsman.

—O—

No matter what our business or profession is, we still always have one thing better to offer to our customers and the general public than our competitors, and that is "better service."

—O—

Have confidence in yourself.
Harmonize your work. Let sunshine radiate and penetrate.

—O—

Bite off more than you can chew—
Then chew it!
Plan for more than you can do—
Then do it!

Hitch your wagon to a star—
Keep your seat, and there you are.

—O—

OPPORTUNITY TO HELP

Enroll now for the Peggy Reeves lecture talks on *Face and Form Reading* to be given under the direction of PHILOMELS for benefit of *Florence King Scholarship Fund*. The cost is only \$5.00 for the seven talks, every cent of which will go to build up one of the club's most precious projects. These psychology offerings will be illustrated by lantern slides and will enable every one to become proficient in reading character by *face and form*. The series starts about June 1 and will take place once a week.

Diary of a Business Woman

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looked my best. Think it
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, May 25, 1925

Number Twenty-seven

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PICNIC DINNER

Thursday May 28, 1925, 6:15 Sharp

*"Oh, what's so much fun as a snickerpic party,
With the victuals on the ground,
The coffee boiling, and the gnats in the butter,
And the skeeters buzzin' round."*

There will be no "skeeters", but the MAY BEES invite you to "buzz around" with them on Thursday evening next, May 28th, at 6:15 p. m., at a Picnic Supper at the Canoe House, on Lake Merritt, Lakeside Park. Easily reached by Car E or Car C on 22nd Street. In case of rain, we will picnic at our own Club House.

A good speaker will be provided.

Program in charge of The "May Birthdays"

The May Bees promise an enticing program which is being kept a deep dark secret, but be on hand and mail your reservations promptly. 85 cents.

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FIRST PRIZE JINGLE How I Earned My Dollar.

One night the PHILOMELS taught me to sing
"Moonlight and Roses sweet memories bring";
It captured my heart, and filled my soul
With desire to express like an oriole.
'Twas a lullaby tender to put me to sleep,
And dreams were much sweeter, if sleep not so deep;
It pattered thro drops of the morning's cold shower;
It shortened the length of the "Daily Doz" hour;
The coffee and toast better flavored, by far,
By the trill between bites of melodious bar.
On boarding the street-car the wheels were a-humming,
"Moonlight and Roses", whether going or coming,
On reaching the Court House I tripped to the measure
Of "Moonlight and Roses" — an exquisite pleasure;
I sang my "Good-Mornings" to the whole office staff,
And changed every grouch to a good hearty laugh.
When lawyers and Judges were in quibble and wrangle,
And it seemed as tho ne'er would they ever untangle,
I hummed (pianissimo) the soothing refrain,
And "Moonlight and Roses" brought order again.
At recess I whistled the intriguing strain,
And soon 'twas repeated again and again,
Till the corridors rang with the lilting tune,
Of "Moonlight and Roses" and the romance of June;
And eyes grew moist with the memories clear
Of Youth and Love, and all Life holds dear.

But the Judges and lawyers, and all others depending
On the strife and contention and words never ending,
Saw their fees and their jobs very fast disappearing,
If "Moonlight and Roses" kept up the endearing.
So they met in great state, and with long proclamation,
Appointed a committee to make full investigation,
To learn how to change all this sweet reformation,
And bring back the days of the old perturbation.
They searched far and wide, and finally found,
The disturber of peace in a murmuring sound
Which a lone PHILOMEL could not help giving forth,
Whether breezes were balmy or cold from the North.
"Will nothing stop you from singing and singing,
'Till everyone's ears are ringing and ringing
With 'Moonlight and Roses' and such folderol,
And no one is thinking of squabbling at all?"
Then, ho! a bright thought! from one wise old dub,—
"We'll offer a dollar to give to the Club!"
Could anyone stand out against such temptation?
So here is the dollar they paid for cessation.

May 14, 1925.

BIRD M. WILSON.



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NOTICE.

Please note that the **HERALD** is out one day ahead of its regular schedule which can be done occasionally if the chairmen of committees and sections will send in their announcements early in the week.

Enclosed you will find one of the splendid programs which will be given to-night in our club auditorium beginning at 8:30 o'clock—the occasion being the final entertainment of the **SPRING SEASON** sponsored by the Philomels for the purpose of completing payments on the club piano. Plan to come—it will be the greatest musical offering ever given in our club house—and all for 50 cents Use the remainder of the blue season ticket sent you some time ago or buy one at the door. You will enjoy a wonderful treat and will also be helping to complete a very worthwhile project. Patronize the advertisers you see on the program as well as those who advertise in the **Herald**.

AMONG OURSELVES

Last Thursday's meeting was full-up of a variety of things—*psychologists*, principally, but all good nevertheless. Mr. Fred Melmann made a stirring appeal in behalf of the American Legion Endowment Fund which is intended to provide for the children of disabled veterans wherever they may be. Mrs. Olive Bledsoe will represent our club for the Legion and is already finding encouraging co-operation in the appointment of captains, etc., among the members. The **HERALD** will give further details next week of her plan to give every one of us an opportunity to help in this very worthy cause.

The crowning event of the very full hour, however, was the inspiring talk by Mr. M. K. Scoville, who calls himself an *international tramp* and who spoke of community as applied to the growth of Oakland.

Our city will indeed grow to be a wonderful city only when we—each one of us—*believe* in it with all the power of our being; when we are willing to *do something* every day for our community and not begrudge the time and effort; when we will *live and breathe and talk* Oakland upon every occasion and at every opportunity, then will others begin to *believe* that we are residing today in the choicest spot of this wonderful western world.

Have you made that candy for Mabel Little? She would appreciate your assistance. Ring her at Oak. 8406 and say your donation will be forthcoming—even tho it is delivered to her on Monday afternoon.

The Juniors had a wonderful time last Friday night at their "Night in Hawaii." The main hall looked lovely with its rustic setting. There was Hawaiian music, singing, etc. There was atmosphere *a-plenty* and all had a marvelous time. Grace Maurer is the new chairman of this live section.

The P. O.'s report a fine time at their first picnic last Saturday at the home of Dora Cooley. More picnics will now be in order as the weather clears up.

ENROLL NOW

Enrollment cards for the Peggy Reeves lecture course may be secured at the club, or from any Philomel. The first lecture on the evening of June 1 will follow a big dinner and will be free and open to every body—bring a friend. If they cannot come to the dinner ask them to come about 8 o'clock in time for the lecture. You will enjoy it. The price is so very reasonable—\$5.00 for the six lectures on **FACE and FORM READING**—the proceeds to be entirely devoted to the **FLORENCE KING SCHOLARSHIP FUND**. Certainly a worthy cause and one that should appeal to each and every member of the club.

Build Your Own Body Beautiful

ALICE T. BURNELL, Instructor
Class Begins Wednesday,
June 3rd, 6:30 P. M.
Club Lunch Room



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ANNOUNCEMENT

At the request of club members Alice T. Burnell will begin instructions in specialized and scientific body exercise Wednesday, June 3rd, at 6:30 p. m. The exercises are the best portions of courses studied under excellent teachers, and are a combination of lessons in flexibility, correct posture, and consequent return of organs and muscles to their normal position, vitalizing and beautifying the entire body.

For further particulars see bulletin board.

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Diary of a Business Woman

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GLEANINGS

"How do you find marriage?"

"During courtship I talked and she listened. After marriage she talked and I listened. Now we both talk and the neighbors listen."

—o—

The ten commandments of success are: Work, Work, Work, Work, Work, Work, Work, Work, Work, Work.

—o—

"My dentist was a fine fellow. Each time he extracted a tooth he gave me a glass of whiskey."

"Don't you go to him any more?"
"I haven't any more teeth left."

—o—

This for You.

A fifteen-year-old girl of Detroit has written these slogans for automobilists:

"Drive right and more pedestrians will be left."

"Watch your step on it."

"Six feet have awaited many a driver who wouldn't give an inch."

"Just because you see tracks, is no sign that a train has just passed."

"Do you write your articles on an empty stomach?"

"Certainly not. I'm not a tattoo artist."

—o—

Rastus was having a terrible time getting ready for Sunday-school, and his long-suffering mother had gotten him through the struggle of the scrubbing and his clothes, except for his feet. Patience exhausted, she left him to his own efforts, with the following command:

"You good-fur-nuffin, low-down niggah, dere's yo' stockings on de cheer, and dere's yo' shoes under de bed, yo' feet's on yo'self; now jes yo' commingle 'em."

Let's do a little "commingling" in our club, of club house, co-operative spirit, and expert ability, and get our building all furnished up and paid for.

Patronize our advertisers — they are surely worthy of it. The HERALD could not be published every week were it not for the support given it by those whose ADS you see from week to week. Tell them you saw it in the HERALD.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, June 1, 1925

Number Twenty-eight

*WISDOM is knowing what to do next, SKILL is knowing
how to do it, and VIRTUE is doing it.*

—DAVID STARR JORDAN.

IDLE HOURS

Which are not profitable
to you are lost

YOU

can make them reap

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LUNCHEON

Thursday June 4, 1925, 12:15 Sharp

Besides a number of items of business necessary for
consideration there will take place by way of diversion
a snappy comedy "stunt". Don't fail to see it.

Plate 60 Cents.

And this Monday night, June 1. remember the *dinner* at 6:15
o'clock to hear ALLEN T. BURNS on *Can an Immigrant Change
His Loyalty?*

PLATE \$1.00

This talk will be over by 8 P. M. when Mrs. Peggy Reeves,
M. A. will give her first lecture on FACE AND FORM READ-
ING for the benefit of the FLORENCE KING SCHOLARSHIP
FUND. This talk is free and open to the public. Have your
friends drop in at 8 o'clock.

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Zannette W. Potter, Business
Manager, Clay at Fourteenth
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Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
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AT THE HEART OF THINGS.

Haven't you sometimes stood and wondered what must be at the source of things when you behold the transcendent glory of sunsets, the wonder of mid-night heavens, the marvel of springtime bourgeoning.

Have you not wished for a vision of that enchanted realm whence originate those haunting vistas of beauty and whence flows music that enraptures and captures the heart; or hungered to know whence the light and smile on a baby's face and the reach of mother love?

If from the rift in some infinite source we catch these echoes, these stray gleams of beauty and perfection, what may the full realities be at the heart of it all?
—SELECTED.



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WOMAN, LOVELY WOMAN

That woman has never been so physically perfect and beautiful as she is today, was the assertion made recently by M. D. Rossi, the dress designer and director of the Paris firm of Lucille, who is as well known in London and New York as he is in Paris.

"She is infinitely better proportioned and finer in line than her medieval predecessor," said M. Rossi, "although her stature has diminished. This accounts chiefly for the lowering of the waist line so as artificially to produce a slender effect. If Titian lived today and gazed upon modern woman he would never believe his eyes and would destroy most of his masterpieces.

"My observation extending over nearly thirty years shows that the fair woman is disappearing. When last I was in London I made a special tour in search of the traditional fair-haired English woman who was predominant about 1890. I was astonished to find how rare she had become. Today we design dresses chiefly for dark women, and dark hair and complexions seem to be preferred by the women themselves."

—O—

Please tell the trades-people you saw it in the
HERALD.

ILLUSTRATED LECTURE COURSE.

Don't forget that Peggy M. Reeves' illustrated lecture course opens to-night, Monday, June 1, with a free lecture on the absorbing subject of FACE AND FORM READING, given to the club for the benefit of the FLORENCE KING SCHOLARSHIP FUND. Subscribe now by signing one of the enrollment cards. Price to club members \$5.00 for the six illustrating lecture-talks and \$10.00 to outsiders. The tickets are transferable. Single admission to any lecture \$1.00 and \$2.00 respectively. Read the circular relating thereto enclosed in the HERALD. And pass the word along among your friends. If you are not coming to the club dinner this evening come in about 8 o'clock to hear Mrs. Reeves. She has a message and who does not want to help the fund established to the memory of our late beloved friend, Florence M. King.

CLUB NOTES

President Guber was the guest of the Berkeley Business Women's Club on Monday night and reported a fine time.

Alice Burnell is enthusiastic over her newly-formed physical culture course to take place in the club quarters beginning Wednesday night, June 3. **BUILD YOUR OWN BODY BEAUTIFUL.**

Again the HERALD has made the grade and reaches you a day earlier than usual. Like the idea? It will be possible always if data will reach the editor in time for early consideration. Try cooperating a little more with your HERALD.

Mrs. Moran is off to Europe with a party of twelve on a sight-seeing tour for the coming three months. What a delightful way to see the world, meanwhile giving joy and interest to others. Success to you, Mrs. Moran. And when you come back tell us all about it.

The room was full last Monday night when the PHILOMELS gave their final event of their spring series of entertainments. The program was glorious, not a hitch, and the piano is just about clear of debt. More than thirty dollars was cleared on candy alone. Thanks to all those who helped out in this way.

Madame Irene Le Noir, talented contralto, was easily a sensation on Monday night's program. She looked like a queen and sang like a goddess. Mrs. Josephine Swan White never appeared to greater advantage in her inimical cantilla-

tions, especially so with the humorous one: "Speak up Ike; 'spress yo' sef."

And weren't the dancers lovely. Both Miss Schraft and Miss White were enjoyed, each in her separate way.

And dear Dr. Weiss and Orley See who played so wonderfully on their respective instruments. Miss Zwilling took Dr. Weiss over the club house and he was charmed beyond measure.

That was Bird Wilson who managed the lights — throwing a red here and a yellow there according to the manner of the artist or as to the clothes he or she wore. Kept one guessing all evening. Some one said "Why look, she has changed her dress!" She hadn't; just changed color.

It is good to see Mrs. McFeeley back again looking as chipper as can be after a siege of it in the hospital.

The picnic dinner scheduled to take place by the Lake last Thursday, had to be held at the club house after all—this weather of ours is a dubious matter when it comes to picnics. However, George W. Phillip's spoke and everybody reported a wonderful time.

Everybody said the stage never looked prettier than on Monday night. Those beautiful greens came from the yard of Mr. and Mrs. J. H. Barker, who are always most generous — they are in reality "friends in need". The candy committee are also indebted to them for valued services.



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Diary of a Business Woman

Important Interview today--
looked my best. Think it
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Beautifier I tried this a. m.

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NOTICE

There are those who have not yet reported on tickets sold for the PHILOMEL series of entertainments—these refer to season ticket returns from which have not yet been made. Kindly give this matter your immediate attention. Send check directly to Mrs. Jessen, care Frontier Press, or leave at desk in club rooms.

—O—

Helen Burton, Superintendent of Whitthorne & Swan, and Mrs. Eugene Roland, club members, will sail for Europe on a three-months' trip, visiting the Holy Land, Egypt and all Southern Europe. Bon voyage.

—O—

PHILOMELS MEET

Saturday night, June 6,
7:30 sharp in the club rooms.
Important business and
choral rehearsal.

—O—

WHAT IS A FRIEND?

"What is a friend? I will tell you. It is a person with whom you dare to be yourself. Your soul can go naked with him. He seems to ask of you to put on nothing only to be what you are. He does not want you to be better or worse.

"When you are with him you feel as a prisoner feels who has been declared innocent. You do not have to be on your guard. You can say what you think so long as it is genuinely you. He understands those contradictions in your nature that lead others to misjudge you.

—O—

More than 200 persons have been arrested for "jay walking" in Los Angeles since January 1. The penalty for violators is a fine of \$5 or five days in jail.

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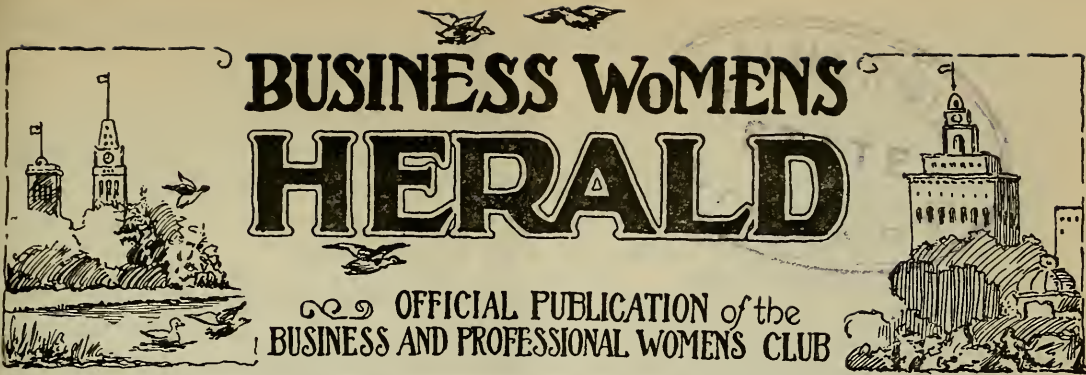
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CALIFORNIA

Volume Two

Oakland, California, June 8, 1925

Number Twenty-nine

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*Defeat may serve as well as victory to shake the soul and
let the glory out.—EDWIN MARKHAM.*

GUEST NIGHT

HUSBANDS, BROTHERS, SWEETHEARTS, FRIENDS
Especially Invited.

DINNER

Thursday, June 11, 6:15 P. M. sharp.

The Plate 75 Cents

Speaker:—MR. HARRY Y. TODD.

Subject:—THE CONSTITUTION AND ITS MAKERS.

Mr. Todd, formerly of the London-Paris Bank, has a delightful hobby to which he has devoted some two years of his life actually living in the old homestead of George Washington and studying original documents in the archives at Washington, D. C.

He has made some wonderful discoveries of old documents and letters regarding the early days of our nation which have never been published. Mr. Todd's published story of the convention held by Washington and of the great part the little Plymouth church around the corner played in the most crucial moment of our nation's history is an inspiring narrative.

The Lyons Club recently assembled 1000 members and guests to hear Mr. Todd at the Hotel Oakland—let us fill our auditorium on Thursday night next. Mail your reservation NOW.

HARRY G. WILLIAMS

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NOTICE

There are a few shares in the
Holding Company for sale.
New members can secure stock
by conferring with Mrs. Mc-
Clenegan or Dr. Lillian Shields.

WILL THE

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Henrietta Grosso

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A DAY OF MEMORIES.

How precious, how sweet it was on Saturday last to carry the favored flowers of our loved ones and sit beside their resting place, and draw them near again to us, and wipe away the tears unashamed. We cannot have them back—and would we if we could?

The great mystery of death gives us surely a hope of life over there. We are here for such a little while—why not learn the great lesson—that temporal things shall pass away all too soon—and learn to cultivate the graces of the spirit, the great law of love and kindness and helpfulness toward one another.

And we carried, too, a flower to some soldier dead, to one whose life was fully given that we might, live more secure in this “land of the free” and we thought of the 50,000 crosses that mark the last resting places of our brothers and sisters all the way from Bunker Hill to

FLANDERS FIELD.

*In Flanders fields, the poppies bloom
Above your lowly, hallowed tomb,
That your brave deeds may never die,
The torch of freedom lifted high,
Shall shine forever where you lie,
No more in Flanders field will grow
The crosses, endless row on row
For crushed and conquered lies the foe.
We kept the faith, we've seen it through,
Our myriad brave lie dead with you
In Flanders fields.*

FROM OUT THE HEART

of kindly Dr. Nusbaumer came words of commendation for the little HERALD which were sweet to the ears of ye weary editor.

Last Monday night at the club dinner the good Doctor, after making a very touching plea for the support of the American Legion Endowment Fund, rose right up and told how welcome the little club paper is to her desk and to those of her office force. We all work better under the stimulus of a few words of appreciation at times—that is especially true when one works week after week and month after month for an ideal and to serve a worthy interest in one's club—AND ALL FOR NOTHING, TOO!

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- THAT 21,000 letters went to the Dead Letter Office last year?
 THAT 803,000 parcels did likewise?
 THAT 100,000 letters go into the mail yearly in perfectly blank envelopes?
 THAT \$55,000 in cash is removed annually from misdirected envelopes?
 THAT \$12,000 in postage stamps is found in similar fashion?
 THAT \$3,000,000 in checks, drafts and money orders never reach intended owners?
 THAT Uncle Sam collects \$92,000 a year in postage for the return of mail sent to the Dead Letter Office?
 THAT it costs Uncle Sam \$1,740,000 yearly to look up addresses on misdirected mail?
 THAT 200,000,000 letters are given this service, and—
 THAT it costs New York City alone \$500 daily?

AND DO YOU KNOW?

- THAT this vast sum could be saved and the Dead Letter abolished if each piece of mail carried a return address, and if each parcel were wrapped in stout paper and tied with strong cord?
 MORAL: Every man knows his own address if not that of his correspondent. Put it in the upper left hand corner!

AMONG OURSELVES

Reservations are being made by the delegates of the State Federation P. P. W. Clubs for the quarterly breakfast which will be served in the club rooms Sunday, June 14th.

—o—

We are glad to know Mrs. Shertzer was able to be in her office a few hours this week.

—o—

All hail, Mrs. Dockery, it was cheerful to see you in the club room for lunch on Wednesday. Hope you can slip away and come again.

—o—

Mrs. Hirst-Gifford, the delightful and enterprising advance agent of Helen Keller, will be Mrs. Guber's guest next Thursday night at the speakers' table.

—o—

Don't fail to hear Helen Keller, herself Monday night at the Auditorium Theater. Use the invitations left at the club. No admission charge. Go early.

—o—

The HERALD has waited in vain for a report on the Allen T. Burns address at the Monday night dinner, June 1. None has been sent. This is unfortunate as the talk in question was one of the best ever given in the club room—and it was most lamentable that the members failed to hear a wonderful dissertation on the subject: *Can an immigrant Change His Loyalty?*

In this regard do not make another mistake and fail to hear Mr. Todd next Thursday night. He is eminently worth-while. Bring along all your men friends—it seems to be pretty much a man's program—and don't leave out the ladies either.

—o—

Picnics seem to be in the air. The PHILOMELS picnicked last Sunday at the country home of Mabel Kuss near Danville. More than thirty-five members and their guests either stayed over Saturday night or journeyed out Sunday morning in time for the bountiful spread at noontime including fried chicken and all the fixin's. *A wonderful time in wonderful weather*, was the report.

—o—

There is every likelihood that Homer Dewitt Pugh, of San Jose, will render a group of tenor solos at the dinner hour next Thursday evening, with Mrs. Pugh at the piano. This will be a treat—don't miss this feature of the *man-program*, either.

—o—

Speaking of Alice Zwillingher, her dancing pupils perform in dance recital next Friday night, June 13, at the Ebell Hall. We are proud to have Alice a member of the club and are indebted to her for many favors. Attend her recital if possible.

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REEVES LECTURE TO-NIGHT.

The first illustrated lecture for the benefit of the **Florence King Scholarship Fund** takes place Monday night, June 8, in the club house. Come then even tho' you missed the free lecture last week.

The price is only \$5.00 to club members and \$10.00 to outsiders.

Subject: **Difference Between Blonde and Brunettes
The History of Pigmentation.**

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The PHILOMELS need just a few dollars more to make their goal of completing payments on the club piano and have hit upon a way to do it easily—so that every body can help. Bring to the club any number of *graphophone records* that you have grown tired of or wish otherwise to dispose of—they, the PHILOMELS, will sell them for a very moderate price—thereby replenishing their treasury from time to time. Such good folks as Miss Zwillinger has already spoken for a number of records of dance music and there are other ready buyers we are sure. Bring in all you can carry and then next time bring the rest. DO IT NOW.

—O—

A picnic supper and meeting will be held by the P.O.'s on Saturday, June 13, 1925, at Miss Elizabeth Clow's country home near Lafayette. Meet at club rooms at 2 o'clock. As autos must be provided, please phone Miss Kruger, Oakland 8500, or Miss Eckles, Lakeside 243, whether or not you are going.

All who have held elective offices in the Club are eligible for membership in the Past Officers Group.

ANNOUNCING A Dance Concert

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Miss Dora Lages

Mrs. Alice T. Burnell

Mrs. A. M. Jessen

Miss Sue Bradley

Miss Mary M. Campbell, Chairman



BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, June 15, 1925

Number Thirty

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to you are lost

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right way of doing wrong.*

LUNCHEON

THURSDAY—JUNE 18th, 1925—12:15 SHARP

THE PLATE 65 CENTS.

Speaker: MRS. W. S. BURR

Subject:—The Value of Organization.

Mrs. W. S. Burr, President of the San Jose League of Women Voters, has a message of great concern for every business and professional women. Mrs. Burr has recently returned from a two-year trip in the East at Washington, D. C., and Chicago where she was very prominent in various women's activities. Mrs. Burr is very well informed civily upon the subject of women's organizations, particularly so with regard to national subjects. All her life she has been interested in civic subjects as her grandfather was a congressman as was her father, who was also consul to Venezuela. At the present time her son-in-law is congressman from the State of Kentucky. Mrs. Burr has often been the guest of Mrs. Coolidge at her White House receptions.

Music—*Barbara Burnett*, soprano, has graciously consented to sing, and will render a delightful group of songs, accompanied by Nadine Shepard.

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Zannette W. Potter, Business
Manager, Clay at Fourteenth
Street, Phone, Lakeside 6700*

*Issued every Monday in the
interests of the Business and
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Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470*

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Edith M. Bakewell.....*Corres. Sec'y*
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Jos. McClenegan.....*Advertising*

PHILOMELS MEET

Friday night, June 19th, 6:15 sharp
in the dining room of the club.
Important business and choral re-
hearsal.

OUR CLUBHOUSE.

Did it ever occur to you that our Club House, for which we saved and worked, and for which we must still plan and accumulate, actually provides for the three basic needs of those who use it, the keenly alert, sensitively organized, aspiring business women of this community, namely, inspiration, meditation, and stimulation.

Without the vision which inspiration brings there can be no accomplishment; first the seeing, then the doing.

Without the quiet and peace of meditation, the casting out of all the whirling, querying thoughts that tease the brain thro many busy hours, there is seldom opportunity for inspiration.

Without the perfect mechanism of the human body, thro which to express our thoughts, our hopes, our inspirations, we seem to be as naught.

So come with me to the top floor, into the daily cafeteria, where its sunshiny atmosphere and radiant coloring delight the senses, and its excellent food refreshes and fortifies the body. That is the place of Stimulation.

Then step down to the lounge, with its atmosphere of dignity and serenity, its shaded light, its remoteness from the sounds of the busy world. That is the place of Meditation.

And then a few steps farther, to the auditorium, where the cathedral windows and rich coloring tend to sublimate the common things of life, and where the interpretation of fine musicians and the expressions of great minds have fed our souls and led the way onward, and upward. That is the place of Inspiration.

*A home, a fount, a sanctuary to each member;
A place our honored guests shall aye remember.*

OUR CONSTITUTION

More than one hundred fifty club members and their guests heard Mr. Harry Todd at the Thursday night dinner on THE CONSTITUTION AND ITS MAKERS, and were literally carried away with the superb delineation of the characters and trials of the early period of a nation. No speaker in many a day has so stirred the patriotism in our hearts and made us realize our sacred obligation to the memory and trust of the few hallowed statesmen who steered our little ship of state so unerringly at the time the constitution was made. One must hear Mr. Todd to appreciate his message—it rings so true of genuine feeling and love for those blessed days—we lived again with Washington and Hamilton and good Ben Franklin and their conferees—because the speaker was sincere and felt a very reverence for all the circumstances surrounding the making of the greatest document the world has ever known. And then Mr. Todd

made a touching appeal to those present to respect and preserve the constitution as it stands now and should stand for all time; decrying the communists' later-day doctrine of disrespect and disloyalty to the fundamentals on which this glorious country of ours was built. It was a privilege to have such a speaker. Thanks to Miss Otis of the program committee. Let us have more such.

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PEGGY REEVES' LECTURE

On Monday night, June 15, will convene at 7:15 p. m. promptly in order that those present may also hear *Orcella Rexford* in the main auditorium at 8:30 the same evening.

Be reminded, of course, that the Reeves lecture meets up stairs in the club lounge. Come and have a *snapshot* reading of yourself.

Subject: *Human Types—Pigmentation—Head Shapes.*

Single admission only *one dollar*—surely you can give that for the *Florence King Scholarship Fund*.

The Philomels who are managing the illustrated lecture course wish to raise a goodly sum by this means—only about *two hundred dollars* to the good so far. But not so bad, eh?

PERSONALS

A group of Philomel nightingales (that's what *Philomels* mean) did double service last Saturday night, singing the *Big Brown Bear*, song over at Ebell Hall for Miss Zwilling's bear dance and returning to the club to sing behind scenes for Miss Campbell's stunt at the Holding Company dance. The nightingales will warble soon in a group of songs at an affair of their own.

We were fortunate in having as our guests last Thursday, Mrs. Alice B. Maloney, president of the State Federation of Business and Professional Women's Clubs of Oregon, and Mrs. Ida Hirsh Gifford, manager of Helen Keller, who is a member from New Jersey.

These distinguished women gave us words of encouragement which are well worth repeating: Mrs. Maloney unqualifiedly attributed her rise to the presidency of the State Federation of Oregon to the inspiration received by her at the Western Conference called by our club and held in March, 1923. She said "Thank you, from the bottom of my heart; it has opened a new world for me."

Mrs. Gifford said: "I notice that the business women of Oakland have something which is too much lacking in other places, and that is 'vision'."

This perspective helps to give us the right angle as we toil along. Let's not forget to give the same stimulus to our fellow clubs when opportunity offers.

Good news that Elizabeth Arlett is improving so rapidly from a recent illness that she is returning to her desk as principal of the Roosevelt High School.

Anent the Florence King Scholarship Fund it will interest HERALD readers to know who were elected at a recent business meeting to control the funds. They are Sue Bradley, Ella Saylor, and Hermiene Kruger to serve for one, two and three years respectively in the order named. In good hands.

Mrs. M. B. Guber, club president, Gladys Bardollar and Alice Burnell were elected the three regular delegates to the National convention of BUSINESS AND PROFESSIONAL WOMEN'S CLUBS meeting in July in Portland, Me. Ella Saylor, Carrie Hall and Mabel Kuss were elected alternates. Here's hoping all can go to participate in the convention and bring home barrels of inspiration. When do you sail girls?

Besides Mr. Todd last Thursday night, the music was far above the average. Mr. Homer Dewitt Pugh, well-known San Jose tenor, rendered a delightful group of songs and responded to an encore. Wasn't it refreshing to hear the words of all the songs so clearly spoken—for really songs do have words quite contrary to what one hears so often. Thanks Mr. Pugh and do come again.

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PERSONALS—Continued.

Some of the Philomels stayed overtime out at the delightful Kuss ranch last Sunday—what a merry time all 'round, and ask Mr. Secombe if "the eats" were not good and satisfying. The men actually had enough to eat—so they say.

The Sacramento Business Women's Club are giving a dinner at the St. Francis Hotel in the capital city next Saturday evening at 6:15 p. m. to which representatives from all the clubs of the northern district are most cordially invited. Why not send a big delegation from our club. Several have about decided to be among those who will make the trip. Let Mrs. Bakewell know at once if you can go.

WILL THE

Advertisers in the HERALD kindly send check for their ads at least once a month to Z. W. Potter, business manager. The printer's needs must be paid every week if possible. Kindly give this your immediate and constant attention.

TICKLISH

"Don't monkey with the wasp or bee,"

Said Josh to Hiram Blue.
 "The gosh durned things are organized
 And get the best of you!"

Slimkins and his young wife had just completed their first quarrel.
 "I wish I were dead," she sobbed.

"I wish I was, too," he blurted out.

"Then I *don't* wish I was," and the war continued.

When Bernard Shaw was asked by a New York editor for his opinion of Babe Ruth, if you remember, he cabled back: "Who is she?"

What is a *committee*?
 Ans.: Usually one good man or woman.

In drowning, the last straw should be grasped gently in the left hand, that the right may be free with which to wave farewell.

G. L.: "Ouch, I just bumped my crazy bone."

Mrs. Dummit: "Well, comb your hair right and the bump won't show."

Patronize our advertisers — they are surely worthy of it. The HERALD could not be published every week were it not for the support given it by those whose ADS you see from week to week. Tell them you saw it in the HERALD.

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BUSINESS WOMENS HERALD

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OAKLAND

CALIFORNIA

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*Given but a paragraph to point the way to success, I would make
the sentence short, very short:
Work and wait patiently.—Van Amburgh.*

DINNER

Thursday—June 25th—1925—6:15 Sharp.

The Plate 75 Cents

Speaker: KENNETH A. MILLICAN

Subject: Three Points of Contact

Mr. Millican is Vice-President of the Pacific National Bank of San Francisco, and directs the department in that Bank which is concerned with training the personnel. In his recent talk to the National Convention of Purchasing Agents, he very humorously told them of the ways to detect buyers who are golf players or butterfly hunters by the look on their faces, and how to obtain orders from them. Mr. Millican thru his wide experience in many cities tells of—the value and importance of service, and the necessity of training employees so that business institutions will not receive its customers thru the front door only to have some untrained wolf or a clerk kick them out the back door. The three points of contact are personal, by correspondence, and over the telephone. You will enjoy Mr. Millican as he is very witty and can not be very serious for long.

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A GOOD-BYE BREAKFAST

To Our President, Mrs. Guber, and Other Delegates to
the National Convention of the B. P. W. C.

Sunday Morning, June 28, at Eleven O'clock Sharp.

The *Philomels* will have charge of a charming breakfast
function on Sunday morning, June 28, to be held in the
club dining room when *farewells* and *goodwishes* will be
extended to Mrs. Guber and the official delegates and alter-
nates to the National Convention of the B. P. W. C.'s con-
vening in Portland, Me., July 12-18.

Our delegation will leave Oakland on July 3 going by
way of the Canadian Pacific and arriving in New England
just in time for the opening of the convention.

All club members are cordially invited to participate in
this event—asking that your reservations be in by Friday
afternoon, June 26. Phone Miss Clark, the executive sec-
retary, or leave your name at her desk. The plate 50 cts.
Mrs. Nattinger serves a delicious breakfast.

There will be an enjoyable program—Music, toasts,
felicitations and fun galore.

Come and *root* for our delegates—they will appreciate
the BOOST.

TO SACRAMENTO

A delegation of club members
accepted the invitation of the Sac-
ramento Business Women's Club
last Saturday and journeyed up to
the capital city for the dinner and
banquet and to participate in the
program attended by nearly all the
around-the-bay clubs of California.
Miss Ella Saylor was there and re-
sponded to a toast. Miss Zannette
W. Potter told of the club house as
the outstanding achievement of
the Oakland business women, Mrs.
Maud Peterson showed them what
good-looking girls we have down
here while Mrs. Bakewell and her
daughter, Harriet, graced the oc-
casion along with Mrs. Anna Simpson
and Mrs. Christensen. All had a
wonderful time!

—o—

To date those who positively go
East this summer for the convention
are Mrs. Guber, Mrs. Barndollar,
Miss Mabel Kuss, Mrs. Alice
Burnell, Mrs. Alice Irwin. It is
hoped others will find it possible to
"sail" by the third of July.

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ARE YOU ATTENDING THE REEVES' ILLUSTRATED LECTURES ON MONDAY NIGHT? IF NOT, WHY NOT?

They are most worth-while and the *Florence King Scholarship Fund* needs the money. Single admission to any lecture is only \$1.00 and every little bit would help.

The subject for Monday night—HUMAN EYES AND WHAT THEY TELL YOU with a review of *Head Shapes* and *Pigmentation*.

Bring note books and pencils and be on time at 8 o'clock sharp. This means 7:30 and no later. Understand?

Lecture held in club dining room. Tell your friends and bring a guest, yourself.

CLUB NOTES

Meet the new executive secretary, Miss C. D. Clark, who assumed her duties in the club last Monday morning. Give her every cooperation.

—o—

Please note the following correction:

The names of the trustees of the *Florence King Scholarship Fund* should be reversed as follows: *Sue Bradley* will hold for *three years*; *Ella Saylor* for *two years* and *Hermine Kruger* for *one year*, respectively.

—o—

Thanks exceedingly to Mrs. Barbara Barnett for her lovely songs last Thursday—they were much enjoyed with Mrs. Shepard at the piano. Do come again.

—o—

Remember Peggy Reeves is giving absolutely free of charge her services in the Monday night illustrated lecture series for the benefit of a fund which *you, also club members*, voted to *enact and support*. A tangible way would be to give *one dollar* any Monday night and hear Mrs. Reeves in one of her talks on *Face and Form Reading*.

—o—

Please remember, also that the PHILOMELS participating in these lectures is one of service only. Every cent of the proceeds after the expenses are paid will be turned over by Miss Stedman, doorkeeper, to the trustees of the *Florence King Scholarship Fund*.

—o—

The breakfast given in our club rooms last Sunday morning when the officers of the state board of B. P. W. C's met in their quarterly

meeting was a charming affair. Several club members received the delegates and during the morning showed them over our club house. Of course they were delighted. Many faithfuls journeyed all the way from Los Angeles, Pasadena, Sacramento, San Jose, Stockton, etc.

—o—

There are three big things we can vibrate to ourselves if we will:—*health, wealth and love*—and are not these *all* the essentials?

—o—

Have you donated any graphophone records to the Philomels yet? They need them and you may need the space they occupy in your home, no doubt. At any rate bring them in—if it's only one.

—o—

Unlike most meetings of the sort there was hardly a dull moment. Even to the lay member there was much of interest in the reports. Conspicuous among these were:

The problem before the various clubs of our organization seems to be how to take care of the business woman over forty who has not succeeded sufficiently to provide for her future needs.

To provide a workable plan whereby the state club dues may be paid *on time* each year so that the Finance Committee may not suffer perennial embarrassment.

That owing to the size of this state that we should have separate meetings in the northern, central and southern sections, for instance, and then a general meeting where all could assemble.

Plans were discussed for the State Meeting to be held in San Jose in September.

Tel. Oak. 907



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CLUB NOTES—Continued.

How very charming Mrs. Rexford looked at the speaker's table last Thursday in her colorful costume and bright, happy way of addressing us. Say what you will we can't get away from the fact that color has a powerful influence upon our lives from every standpoint. Did you attend any of her lectures in the club rooms the past week on *Mental Radio*? Big crowds there every evening. Her paid course begins Wednesday, June 24.

And what about leaving off blacks and browns from your wardrobe? Get your next dress or wrap just as colorful as possible—and see if you won't *vibrate* to better advantage all 'round. No harm to try it once in this colorful age, eh?

Do you ever take the time to enjoy our book shelves and their contents off the lounge of the club rooms? Remember, also there is a complete file of *HERALDS* there for your benefit and reference. However, do not take any book, magazine or paper out of the room—they belong to us all.

When shall we enlarge our dining room by making the sun-porch usable these lovely summer days? All it would need is the donation of a big beach umbrella or two—we have the tables and chairs—and we, with our trays, would complete the setting.

The Juniors invited several of us seniors up stairs the other evening to share refreshments with them. They were charming hostesses—and all too soon will be doing our work in the club. They are a lovely bunch of girls—*fifty-two altogether*. More power to them!

A GOOD SIGN

Louis E. Holland, president of the Associated Advertising Clubs of the World Convention, in session at Houston, Texas, made the following declaration: "We are weary of war; we are not pacifists, but we know that every war since Napoleon's time has been a business war, and it is the supreme mission of the advertising clubs to prevent future wars. We are ready to take our chances in the world markets without the application of force. We would not sell our wares at the price of blood."

So say we all of us—so say we all!

WHY.

"Why hurry, friend, why hurry
 Is there not time?
 Why worry, friend, why worry?
 You're out of chime.
 It takes such force to worry,
 Come ease the strain!
 And gain more strength to hurry
 At it again!"

F. L. HOLMES.

(Submitted by Ella Saylor)



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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, June 29, 1925

Number Thirty-two

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Would you live with ease, do what you ought,
and not what you please.—*Benj. Franklin.*

BUSINESS MEETING

Thursday, July 2, 1925, 12:15 P. M.

Yes, just a business meeting, but an important one. Don't fail
to attend for besides the transaction of much business there will be
the necessary July fireworks—stunts about which the program com-
mittee is decidedly mum.

Many are asking for a return to *Community Singing*. If that is
the wish—then there will be singing in which all can join.

Also a good bye to our national delegates.

HELP THE FUND

The Peggy Reeves' Lectures are more interesting than ever.
Plan to attend one or more of the remaining ones of the series. The
talk next Monday night, June 29, will be on the subject: *The Nose*
—and what the size of one's nose tells you. The admission is only
\$1.00 and all the proceeds go to the *Florence King Scholarship Fund*.

WILL YOU HELP?

Meetings begin promptly at 8 o'clock and are held in our club
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Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
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Ella Saylor.....*Vice-President*
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Z. W. Potter.....(Music) *Philomels*

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Jennie M. Hammond.....*House*
The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Dora B. Cooley.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

THE HERALD STAFF

Zannette W. Potter.....*Editor*
Bird M. Wilson.....*Contributor*
L. K. Brockhagan.....*Club Notes*
Alice T. Burnell.....*Jokes*
Jos. McClenegan.....*Advertising*

THE DELEGATES' BREAKFAST

What a sumptuous time is expected at the breakfast to be held in the club lunch room on Sunday morning at eleven o'clock, June 28. To date as the HERALD goes to press to be mailed on Saturday reservations include more than sixty club members with the prospect of practically a hundred women who will assemble to say farewell to our President and to the remaining delegates who start east on July 3. Nothing could be prettier than our own club rooms of mornings—the sun streams in so gloriously and gay decorations will give a festive air. The Philomels who are the hostesses for this delightful occasion will wear bright yellow breakfast aprons and caps. Zannette W. Potter to be toast mistress assisted by an exceptional committee as follows: Reception, *Dr. Lillian Shields*; gift favors, Mary Campbell; toasts, Jeannette Saunders; stunts, Olive Bledsoe; decorations, Maud Peterson; music, Blanche Stedman; table appointments, Leoma Henas; menu, Louise Booth; librarian, Anna Simpson.

Mrs. Nattinger will outdo herself with delicious things to eat, a regular Southern breakfast, baked Virginia ham, hot biscuit, jelly, baked tomatoes, canteloupe, etc., etc. Yum, yum!

The program portends a very enjoyable hour with music, stunts, toasts, presentation of gifts, including a golden yellow banner which the delegates will carry east with them to be unfurled upon every available occasion. They will also dedicate the 1000 golden poppies to be pinned on other delegates from time to time.

Next issue of the HERALD will give full reports of this memorable function.

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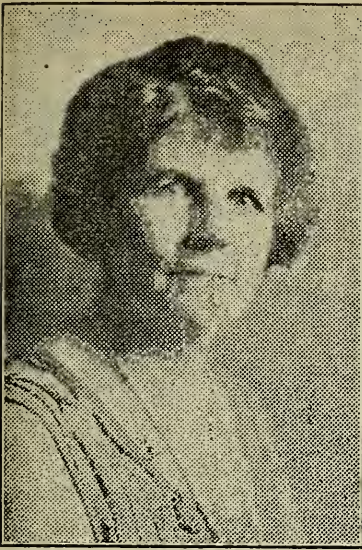


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President
First Delegate



GLADYS H. BARNDOLLAR
Past President
Second Delegate



ALICE T. BURNELL
Past President
Third Delegate

Above are the three regularly elected delegates to the National Convention, B. P. W. C., convening in Portland, Maine, July 12-18, 1925

These, our delegates, will bring back to us the enthusiasm of three or four thousand women, keyed to one pitch, vibrating to one thought, **UNITED EFFORT**.

They will bring to us, also, the inspiration that comes with the learning of the accomplishment of other clubs, from every state in the union, and from foreign lands as well.

They will be electrified, vivified, newly energized, by the scintillating repartee, the bigness of ideas, and the wide vision displayed.

And on their part the true club spirit will be revealed, the spirit of desire to contribute to the good of the organization, according to the unfailing law, "as ye give, so shall ye receive". And so they will take to the convention the fervor and expansiveness of western hospitality; the friendliness of balmy skies and a flowery land; the breadth of thought that comes with a life much in the open, an intimate contact with the greatness of creation, towering mountains, fertile valleys, and ocean's vastness;

And personally they will take a record of women who are not afraid, who dare to do, to "follow the gleam"; who have ventured into the co-operative enterprise which has brought our beautiful club home into being, in this most lovely of California's cities; and who, confident now that still larger undertakings will be theirs in pace with the rapidly developing community, with full faith in their own powers when united in a common purpose, the club purpose of fellowship and service, proudly acclaim themselves as an indestructible link in the great chain of splendid clubs reaching across the continent, forming the national organization, so worthily marching forward under the inspiring standard of the Winged Victory.



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CLUB NOTES

Members please notice: When you do not receive your HERALD please ring Mrs. Barndollar's office, Oakland 3718, and ask if your name is on her mailing plates. The editor receives the box of envelopes already addressed each week and very efficient office girls place the HERALDS therein with the luncheon cards enclosed. *No envelope is ever missed*—all are mailed, tied up in bundles—none can escape being received at the post office, and if there is a *slip* it can only be the fault of *your mail man* who is supposed to deliver your mail to you.

The following actually happened however about a year ago: A club member complained repeatedly about not receiving her HERALD. The editor happened to call one day at her office when the complaint was renewed. Presently the editor spied two HERALDS sticking out from some papers on the desk. Explanations followed of *course* to the effect that they had been delivered when she was not there and their presence had not been noted. *Something in* this to think about for those who do not received their HERALD. Another reminder is: "*Are your dues paid up to date?*" That might be another cause. At any rate ring Lks. 6700 and the editor will be glad to send you any missing issue for your files.

Speaking of dues *they are now payable*. Give this your immediate attention, please.

Our good member, Mrs. G. A. B. Spencer, of Alameda, is the proud grandmother of a darling baby. Mother, child and *grandmother* doing nicely. Congratulations, Edna.

Mrs. Carrie Hall went north to Grass Valley last week to a Native Daughters' convention and then journeyed on to Sacramento meeting the remainder of the Oakland delegation there for the dinner given by the Sacramento B. P. W. C. last Saturday night to representatives from eleven different clubs from here and there in California. All report a good time. Mrs. Hall says that she heard it whispered about that the Oakland "girls" were the best dressed ladies there. Hooray!

Alice Burnell left Saturday for her eastern trip preceding the regular delegation who go to Portland, Maine, for the convention. Good luck, Alice, and be good.

Our two Elizabeths, namely *Lizzie Sherman* and *Lizzie Arlett* are planning a quiet trip—they won't tell where—during the next few weeks.

Mrs. C. H. Seccombe, chairman of the dance committee for the next Saturday night dance affair, is busy with her committee who expect to "put over" a novel and interesting evening. They will call the event the **FIREFLY DANCE** which will take place on Saturday night, July 11. An added feature to these dances will be inaugurated by this committee in opening up the lounge to all those who might wish to enjoy cards or to engage in other games or conversation, this room affording a vantage place for observing the dancers without being directly among them. Plan to come and bring your friends. Admission only 50 cents.

The club's heartfelt sympathy is hereby extended to Mrs. H. P. Rucker in the loss of her husband during the past week. Colonel Rucker was a man of unusual attainment and one internationally known as one of the United States commissioners at the World's Columbian Exposition in 1890 and he was for 10 years a national director of the Loyal Order of Moose and the Paris Exposition of 1900 and the Pan-America. He was the owner of one of the great pictures of Abraham Lincoln, his father being a great friend of the great emancipator.

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DINNER

THURSDAY EVENING, JULY 9, 1925, 6:15 SHARP

The Plate 75 Cents.

Speaker,: DR. GEORGE WASHINGTON KIRCHWEY.

Subject: CRIME AND WHAT TO DO ABOUT IT.

Dr. Kirchway, former warden of Sing Sing Prison, is now conducting classes at the U. C. Summer Session in Berkeley, and brings a message of great value to us all. We are fortunate in securing so noted an authority on crime—let us hear him. Send in your card at once.

The speakers at last Thursday's dinner afforded a treat to all those in attendance. Mr. Kenneth Millican was a scream from beginning to end. Mixed with his humor and wit were choice gems of the ways and means of selling that only long business experience have brought to a wide-awake man who has made good in every thing he has done. Men would say: *he knows his stuff.*

Mrs. Van Winkle, New York policewoman, also spoke at the meeting and was thoroly enjoyed. Her plea for a *human point of view* with regard to all officers who are guardians of the law was especially praiseworthy. We need such speakers for the entire program and not for the few minutes allotted her.

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FAREWELL BREAKFAST

The breakfast given by the PHILOMELS on Sunday morning, June 28, in honor of the departing delegates to the National Convention was perhaps the most elaborate function that ever took place in our club house—at least every one present was enthusiastic in her praise of the event and all enjoyed every moment of the program.

Zannette W. Potter, as president of the Philomel section, presided and for two full hours the program never lagged in interest being one surprise after another—replete with songs and toasts and responses that were witty, and inspiring as well as appropriate.

The Philomel Roudelays went off with a snap:

Cheer, cheer, the gang's all here
The Philomels are singing
Care will go a-winging
Cheer, cheer, the gang's all here
Things will start a moving now.

Here we sit like birds in the wilderness
Birds in the wilderness, birds in the wilderness
Here we sit like birds in the wilderness
Waiting to be fed.

And how we all were fed—Mrs. Nattinger out-did herself and served a bountiful breakfast and it was *hot*. Then *good-mornings* were sung to all the prominent guests at the speakers' table. The toasts came from Bird Wilson in presenting the banner; Laura Pinkston, *My California*; Hermine Kruger, *Our City Oakland*; Elizabeth Sherman, *Our Organization and our Club house*; Dr. Minora Kibbe, *A Prophecy*; Laurie Thorne, *The Juniors*; Mrs. A. M. Jensen, THE PHILOMELS; Dr. Lillian Shields, *My Concept of the National*; Bessie Wood Gustason, *Our Delegates*.

On The Sunset Heated Limited to the tune of *Moonlight and Roses* made a decided hit: as did *We'll Keep the Home Fires Burning* and the farewell ditty, *West, West, West in California*.

Mrs. Guber was the recipient of many presents, receiving a beautiful writing pad and outfit from the Philomels; an exquisite gold-mounted fountain pen from the Board of Directors; poems, jingles, etc., from the Jingle Committee—Z. W. Potter, Bird Wilson and Laura Pinkston. The president also received boxes of candy and other personal gifts; the remaining delegates were remembered with dainty address books and other favors.

The delegation will take with them several hundred choice folders advertising Oakland donated by the Chamber of Commerce, 1000 blotters exploiting our club, 500 beautiful California poppies, and as many little Lake Merritt ducks. Last but not least the breakfast guests enthusiastically voted to send 500 HERALDS along with the delegates—all intended to make known our *State*, our *city*, our *club* and our *delegates* to the hundreds of business and professional women who will be in attendance upon the convention.

May God speed and prosper our delegation
on their way!

PROGRAM INTERFERENCE.

Our By-Laws provide for one business meeting each month, to-wit: First Thursday of each month. Therefore, except in cases of extreme emergency, I feel that out of courtesy and respect to our speakers there should be no business transacted at any of our program meetings. This, of course, does not preclude announcements or business transactions that cannot be held over until the regular stated business meetings.

MARY B. GUBER, *President.*

AMONG OURSELVES

"Don't Pick the Flowers" sign came very nearly being taken seriously at the Philomel breakfast when Miss Peterson announced the title very sober-facedly—but Miss Sherman who sat close to our "summer garden" saw the point and giggled-giving it all away that hundreds of gay flowers were used to simulate a veritable garden effect out on our back porch. But when oh when will some set of the *birthdays* fix up our sun porch before the summer wanes? Goodness knows it needs it and TIME is fleeting.

—o—

Everybody seems to like the new club banner hanging for a few days on the dining room wall. It is a beautiful California yellow with the bear and poppies and all, bordered with gold braid and fringe and a nice brass rod and streamers for carrying it around. We can see Gladys Barndollar now waving it aloft at the convention and Miss Kuss and Alice Burnell and our dignified president shouting: *Oakland, Oakland, C-A-L-I-F-O-R-N-I-A!* And then some delegate from Kalamazoo or Timbuctoo will say drawlingly: *Where is Oakland, California?*

—o—

Do read every word of Mrs. Guber's contribution to the club members on page 2 of this issue of the HERALD. May this article strike home and be read by every one who henceforth interferes with the progress of a program dinner or luncheon. We must learn that guests are not interested in the recital of too much of our *private affairs*. We owe it to them to withhold all things of a personal nature. Inflict these upon one another if necessary at the business meetings, but even then, *have a heart.*

Yes, the decorations last Sunday morning was the work of Mrs. Peterson and her efficient committee, which included Louise Scarper, Dr. Grosso, and Anna Burr. The beautiful place cards were made by Blanche Stedman and Leoma Henas had charge of the table appointments. It was Jeannette Saunders' committee who arranged for the toasts, Dr. Shields' and an able array of helpers received the guests while Alice Bledsoe and Anna Simpson just helped and helped and helped. The biscuits were made by capable Louise Booth.

—o—

Our two birds were on the program as usual but were nearly outdone by Miss Eleanor Marolf, sweet warbler, young and beautiful to behold who whistled three selections with Miss La Dieu at the piano.

—o—

Ella Saylor, our good vice-president, will handle our ship of state for the last of the delegates left Friday, July 3, Mrs. Guber, Mrs. Barndollar and Mrs. Irwin taking the 8 o'clock out of Oakland when a band of club members *saw them off* at the station. Mabel Kuss left Monday for a stop-over at Auburn.

—o—

There are only two more lectures by Peggy Reeves. These take place on Monday night in the club lunch room and are very worth while. Admission only *one dollar*. Subject next Monday night—Mouth and Chin—Features you make yourself. All for the benefit of the Florence King Scholarship Fund.

—o—

Among those who go "vacationing" this week are Mrs. Kennedy and Miss Campbell to Clear Lake; M'ss Clow, Miss S. M. Chalmers, Miss Barmby, and her sister, Dr. Barmby, to Yellowstone, Glacier, and Rainier National Parks; Miss Cushing to Seattle by motor; Miss Wilson to Crater Lake by motor.

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THE FLAG.

"O brave flag, O bright flag, O flag to lead the free!
The glory of thy silver stars,
Engrailed in blue above the bars
Of red for courage, white for truth,
Has brought the world a second youth
And drawn a hundred million hearts to follow after thee.

Thou art become a sign,
Revealed in heaven to speak of things divine;
Of Truth that dares
To slay the lie it sheltered unawares;
Of Courage fearless in the fight
Yet ever quick its foemen to forgive;
Of Conscience earnest to maintain its right
And gladly grant the same to all who live
Thy staff is deeply planted in the fact
That nothing can ennoble man
Save his own act,
Thy brightness from the sky shall never fall,
Thy broadening empire never know decrease,—
Thy strength is union, and thy glory peace.

O bright flag, O brave flag, O flag to lead the free!
The hand of God thy colours blent,
And heaven to earth thy glory lent,
To shield the weak, and guide the strong,
And draw a countless human host to follow after thee!

FIREFLIES WILL FLIT

The next dance on Saturday night, July 11, will be the FIREFLIES DANCE when Mrs. C. H. Seccombe, chairman, with an able committee expect an unusually large crowd for mid-summer.

Several surprises will be featured in the program and an innovation begun admitting those who wish to chat or play cards or games to the beautiful mezzanine reception rooms where the music may be enjoyed and the dancing throng may be "looked upon." Admission to everybody 50 cents. No prizes. Punch free.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, July 13, 1925

Number Thirty-four

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to you are lost

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can make them reap

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Oakland, California

"Ah," said Happiness, "here is a chap too busy to think about me. I'll stick with him."

LUNCHEON

July 16th, 1925—Thursday, 12:15 Sharp.

60 Cents per plate.

Speaker: MR. FREDERICK WHITTON.

Subject: LEAGUE OF NATIONS.

Mr. Whitton is a member of the League of Nations Non-Partisan Association. This organization is headed by Ex-President Taft and Ex-Attorney General Wickersham of President Roosevelt's Cabinet. Mr. Whitton is head of the San Francisco Speakers' committee. These people have a very vital message to give us busy people who have so little time to keep up with world movements. Mr. Lowell of Harvard and Mr. Elihu Root are also members of this organization.

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Issued every Monday in the
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Professional Women's Club

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Residence Oakland 1604

VACATION.

Alarm at five; not quite alive,
We make a hasty scramble,
By our best licks, away at six;
The weather quite a gamble.
Vacation!

Thro sleeping town; rain pouring down;
Who cares? We're under cover.
O'er misty hills, with morning trills
Of meadow-larking lover.
Vacation!

Adieu to rain; but clouds remain,
To moderate the ardor
Of fervent Sol. Next comes a call
On Mrs. Nattinger's larder.
Dilation!

The miles spin by, as North we fly,
Thro vale of Sacramento
A wayside camp; the moon our lamp;
At midnight (piu lento):—
Moonlight, cold noses,
Bring mem'ries my hot jug, of you,
Freezing ears and toes-es
Remind me that I forgot you.
Vacation!

Another morn, not September, worn,
But after the 4th so glorious,
With sparkling air; a world so fair,
And Shasta crowned victorious.
E-la-tion!

Where brooklets meet with laughter sweet,
And pine trees murmur low;
Where fern, and vine, and columbine,
In wild confusion grow.
Captivation!

Away with care; all, all is fair;
I've joined the rent-free dwellers.
There's room for all; the wild doth call;
Come on, ye city fellers.
Vacation!

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AMONG US.

Congratulations to Alice Louise Bennetts who was married to Mr. F. B. Hofheinz on June 15. They will reside in Oakland.

Read Bird Wilson's *vacation* inspiration in this issue. Here is one assistant editor who functions with copy even tho far away.

Tasted those lovely raw salads Mrs. Nattinger is concocting lately? This is the weather and the time to add one raw dish to your menu every day.

Not a word as yet has the *HERALD* heard from our delegates. Hope it's not a case of *out o' sight, out o' mind*.

At next week's luncheon we shall hear *Miss Louise Van Eeghan* on the *International Women's Council*. Don't miss her.

Dr. Kirchway spoke most interestingly at last Thursday's dinner on *Crime and What to Do About It*. A point to remember is that children need leadership and that most offenders are very young men. Keep children from petty crimes which so easily grow into bigger ones.

Harry G. Williams was also a speaker at the dinner urging support of the Dons of Peralta this year. Mr. Williams is president of this inter-community project and deserves every co-operation in this huge undertaking.

Jean Baird is back from Eureka where she attended the State Library Association meeting. Miss Barnby was there and continued on to Seattle for the national meet.

Please use your weekly post card to inform Miss Clarke of your change of name, address or telephone—or if you do not attend the luncheons write a special card or letter give this very needed information.

THE FIREFLIES surely did flit last Saturday night at the Holding Company dance. Mrs. Seccombe, chairman, was most ably assisted by her good husband, Mr. Chas. S. Seccombe, and an able committee. Miss Peterson created a beautiful effect with the decorations and cards and other games were enjoyed on the mezzanine floor.

Remember the *Peggy Reeves*' lecture next Monday night. Held in the club dining room promptly at 8 p. m. Admission only \$1.00. Have you contributed to the Florence King Fund by attending?

THINK THESE OVER BEFORE YOU START VACATIONING

All outdoors is yours to use and enjoy but not to burn up. Be careful with fire.

When forests burn—you pay.

Green forests pay big dividends in health and happiness. Protect them from destruction by fire.

Guard California's forests as you would your home. They are yours. Help protect them from the ravages of fire.

Again it is your responsibility—to leave a clean camp and a dead fire.

TICKLISH

Are you a seat-warmer or can you get up on your feet and run things?

If flies are flies
Because they fly,
And fleas are fleas
Because they flea,
Then bees are bees
Because they bee.

First Boot—I hear that the drill sergeant called you a blockhead.

Second Boot—No. He didn't make it that strong.

First Boot—What did he actually say?

Second Boot—"Put on your hat, here comes a woodpecker."

Breathes there a man with soul so dead

Who never to a cop has said,
When past the limit he has sped,
"Gee, why doncha pinch that guy ahead?"

Grandmother—Johnny, I wouldn't slide down those stairs!

Little Boy—Wouldn't? Hell, you couldn't!

"Why don't you drown your sorrow, old man?"

"Aw, she can swim."

Who contracts measles commits a rash act.

Some folks can't understand unless you use the dollar sign language.

BE REMINDED

to place a 2-cent stamp on your return post cards enclosed in the *Herald* each week.

PHILOMELS

Meet next Friday night, July 10, at dinner, 6:15, in club dining room.

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THE FASHION.

Aileen Lamont discourses thusly on *clothes*. Worth reading, so here goes:

Women undoubtedly are wearing fewer clothes—at a time—than in any period since fig-leaf days. That is, they are wearing fewer clothes in one place and going to more places. This adds to comfort during the summer weather, but does not detract from the expense of the wardrobe or the profits of the couturier.

There is more truth than humor in the saying that when a young woman starts out now she runs a comb through her bob, works hard for a few moments with mascaro, rouge, lipstick, and powder puff, chooses the tint of her garters carefully, and says: "*Well, clothes, if you want to go with me, hang on.*"

Everything is cut short except a good time. Lingeries has almost disappeared. Vests have given way to brassieres. Below the vest is a hiatus extending to the step-ins. The latter are known by a dozen different names, kilties and the like, but it is a pity the English language has few diminutives since all models are small.

Again the hiatus until the rolled-down hose are reached. Elastic girdles for those of plumper mold have not disappeared, but the old models have been discarded since the rolled down stockings there is nothing to hold them from proceeding onward and upward, to the discomfort of the wearer. The new models are held down by double bands about the upper legs. It now is perfectly possible to costume a winter garden show, merely by having the chorus disrobe to their undies.

A yard and a half continues ample material for the latest dresses. Paris has not yet cut the skirts shorter than knee length, but some of the younger Long Island set have let the hem line shrink above that point.

"The epitome of comfort," is the way advocates of modern dress describe the newest costumes. "Demoralizing," say the carping reformers. The clothes might be dangerous in certain circumstances, but, then, *America expects every button, safety pin and elastic to do its duty.*



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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, July 20, 1925

Number Thirty-five

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Oakland, California

Peace is an interval during which nations make resolutions to be chivalrous next time.

DINNER

Thursday Evening, July 23rd, 1925, at 6:15 Sharp.

75 Cents per plate.

Speaker: MISS LOUISE VAN EEGHAN.

Subject: INTERNATIONAL WOMEN'S COUNCIL.

Miss Eeghan was a delegate for the Netherlands to the Convention which the International Council of Women held at Washington, D. C., recently. Her family is a prominent one in Holland and her aunt is lady-in-waiting to the Queen. She herself is a very noted feminist. She will illustrate her talk with lantern slides.

While enroute to South America to attend the International Women's Councils as Corresponding Secretary she will address us. We feel very fortunate indeed in having such an authority on a subject of such vital interest to our club.

Club members may extend invitations to as many people as they care to. Please make your reservations as early as possible and not later than ten o'clock by telephone on Thursday. We have accommodations for serving only 450 people.

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THE GOOD OLD DAYS

The "good old days" are in our hearts, not on the calendar. The good old days are now. Distance, time and memory have lent a false enchantment to our view. There never was a better time than now unless we think otherwise. If modern invention, science, art, literature, efficiency and co-operative effort have not served and do not now serve to make these days the best days the world has seen thus far, then all our aspirations have been for naught and ambition may be cast aside for the morality and learning of least resistance.

If wars, saloons, wild-westiness, coal oil lamps, uninspected meats, unpasteurized milk, strangling competition, mud roads, hand-cranked flivvers and one-dollar-a-day labor were the good old days, then the advocates of modernism are laboring under a gross misconception. The good new days are far preferable to the bad old ones.

WE WON'T COME BACK 'TILL IT'S OVER,

OVER THERE!

America is a truant nation with regard to the *League of Nations* or to the *World Court*, according to Mr. Frederick Whitton who spoke last Thursday to us on this all-absorbing subject. Mr. Whitton handled his subject in lucid manner taking the stand that America expected the recent world-war to end all wars as the famous song indicated and the absence of America from the world's deliberations at the present time is little short of a calamity. War is not ended, according to the speaker; if America remains remiss in her obligation to help carry the burden of the world's troubles. A hopeful sign is that the U. S. Senate is pledged to take up the matter of the League in December of this year. It is a question which every American citizen must decide one way or the other very soon.

—o—

ABOUT WOMEN.

Mrs. A. J. Wilson and Mrs. W. S. Wilson of St. Helena, Napa county, submitted the lowest of seven bids recently at the bidding conducted by the California highway commission for the construction of three bridges on the state road leading into the California Redwood park, Santa Cruz county.

ON PLAYING FAIR

For when the One
Great Scorer comes
To write against
Your name, he writes,
Not that you won or
Lost—but how you
Played the game.

—o—

TAKE IT BACK!

The editor takes it all back about our delegates forgetting us—big fib—no such thing! Here comes a whopper letter from the *bunch* in several chapters begun by Mabel Kuss in which she gave a very beautiful description of Lake Louise seen from Chateau Lake Louise in Alberta, Canada. All having a wonderful time, all well and happy. Then Mrs. Guber contributed a delightful chapter which was mostly devoted to thanks and appreciation for the lovely farewell breakfast and all the club members had done for her before her departure. Gladys B. wrote Chapter 3 in graphic manner and said Dr. Kibbe had certainly made a mistake for the "tall, dark man" had been vamped by Mabel and not by Mary B. Lastly the good chaperon, Mrs. Irwin, told of her troubles in "keeping all of the girls straight", etc. By this time they are in attendance upon the big convention. Perhaps we shall hear of that later.

AMONG OURSELVES

Miss Chalmers writes from Glazier National Park that they—Miss Clow, Miss Barmby, and Dr. Barmby and herself—are having a wonderful time. And no indication as to when they may return.

Bird Wilson is taking her vacation in installments this summer. Just returned from her first summer session, browned, refreshed, and inspired. Will go again in September.

This month has five Thursdays and so on the *fifth* one we are going to kick up our heels and have some fun. Bessie Wood will preside in the absence of both our President and Vice-President and we will enjoy a real old-fashioned *members' meeting*. Keep the date in mind. July 30, and don't miss this Thursday of all the summer dates you keep. This will be a chance to entertain one another. We really have oceans of latent talent in the club and here some of it will come out.

In the meantime don't forget to come next Thursday without fail to hear Miss Van Egan—a vital woman with a vital problem. It is a dinner and be sure to put a 2-cent stamp on your card. And your new address, too.

Send in your vacation news—where you have been—where you expect to spend your vacation, etc. The editors are perceiving and have vivid imaginations but they are not mind readers. Your doings are the club's business—we would all like to hear about every body else.

Leoma Henas is the chairman of the next monthly dance and from all accounts it will be *some dance*. The Dons are invited—in fact the dance will take on a *Dons of Peralta* air all its own. One can dance or sip punch with any number of gay *caballeros* who will be present. Mark the date off right now on your social calendar—August 8—and bring a party of friends of your own. Admission only 50 cents.

We can't believe Vice-President Saylor when she says she has had little *presiding* experience, for last Thursday's meeting went off with a snap. The community singing was much enjoyed and how this club can sing when it gets started. Hardly a *dumb Dora* among us.

Our summer garden seems to be developing. Saw Jean Baird doing a little planning out there last Thursday. Go ahead, Jean, we are back of you for a summer garden anytime. But let's have it now.

Dr. Shields had a Board of Directors' meeting recently of the Holding Company and Miss Saylor called one for the club on Thursday after the luncheon. Our summer is far from dull for us stay-at-homes. Something doing nearly every minute.

Mrs. Emma Shertzer who is very ill at El Reposo Sanitarium in Berkeley, sends a word of thanks of appreciation thru the HERALD to all club members who have remembered her with flowers recently. She is most grateful and wishes to be remembered to all her friends.

Mrs. Peterson keeps the club rooms looking gay and gala-like with flowers and bouquets of all sorts. And we all do enjoy it so.

Heard from Alice Zwillinger who is in Los Angeles at several summer schools filling her soul with inspiration and ideas of all sorts of steps, and lighting effects and what-not from which we will reap the benefit upon her return.

What about those graphophone records for the Philomels? They do need the money these records would bring into their exchequer. Leave them at the desk with Miss Clark, and the Philomels will thank you.

Yes, the HERALDS are coming out on Monday morning now during the vacation period. Hope this plan can be continued permanently. It can if all news items and notices reach the editor by Thursday evening instead of Friday noon. Earlier if possible.

THEATER PARTY.

The PHILOMELS voted at their last meeting to have a *Theater Party* on Friday night, July 31, for the comic opera *Madame Sherry*. Tickets only \$1.00—a goodly per cent of which will revert to their credit providing 300 tickets are sold. Plan to attend. Details later.



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TICKLISH

An old Irishwoman sent a parcel to her son, in which she inclosed the following note:

"Pat, I am sending your waistcoat; to save weight I have cut all the buttons off. Your loving mother."
"P. S.—You will find them in the top pocket."

A woman came in and asked for grapefruit.

"No, ma'am, we have no grapefruit, but we have grape nuts, grape jelly and grape juice," was his illuminating reply.

Mary had a little lamb,
It drank some gasoline,
One day he wandered near the fire,
And since has not benzine.

The stout woman got into the well-filled street car and squeezed herself into a seat, nearly smothering a small man next to her. His comment was: "Street cars weren't made for elephants."

"No," replied the stout one, meaningly, "but the Ark was made for all kinds of animals—including worms, worse luck!"

"Are you sure," asked the lady, "that this century plant will bloom in a hundred years?"

"Positive, ma'am," answered the florist. "If it doesn't bring it right back."

When a strong-minded man marries a strong-minded woman, the divorce lawyers begin cultivating the acquaintance of both.

A Card to the Members of the
Business and Professional
Women's Club

Would you like to join the East-Bay Players of the California Speech Arts Association?

The privilege of special low rates is offered to drama students who become members of the association, full evening lessons semi-monthly.

For full information meet Mrs. Miller at the Monday evening class between 6 and 7 o'clock.

Mrs. Fanny Ward Miller Director East-Bay Drama Division of the California Speech Arts Association.

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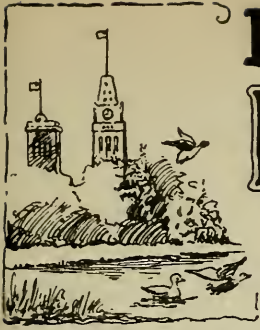
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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, July 27, 1925

Number Thirty-six

IDLE HOURS

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to you are lost

YOU

can make them reap

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Among other good substitutes for tire rubber is sole leather.

LUNCHEON

THURSDAY NOON, JULY 30, 12:15 SHARP

60 CENTS THE PLATE

MEMBERS' MEETING

As announced thru the *HERALD* last week this luncheon will be *different*—decidedly so!

Bessie Wood Gustason, past president, will preside in the absence of both our president and vice-president from the city—and we will have some fun. You know how *mice play when cats are away....We will play!* Be on hand without fail. If you have not yet learned to play come to see others *do their stuff*.

There will be plenty of community singing, too.

And so now we are all primed for a right good time.

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Edith M. Bakewell.....*Corres. Sec'y*
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GLEANINGS FROM PORTLAND, MAINE.

Mrs. Guber, our president, has written that the big convention opened on schedule time in a big convention hall decorated with real New England pine trees. Most inspiring.

2500 regular delegates from all over the western continent were present. Think of that many women gathered together for a common purpose—what a power for might if they only realized it.

The California booth was the center of attraction. The *ducks* and the *literature* and the *poppies* above all were in great demand. One woman said who was scrambling above the heads of the other scramblers, said: "*I just must have a California poppy.*"

Our delegates were the center of attention everywhere, with *ohs* and exclamations of: *All the way from California—think of it!*

The big convention celebrated *Charter Day* and Gladys Barndollar and Mrs. M. B. Guber displayed our banner from the platform for two full hours. It was unanimously pronounced the most beautiful emblem there. Men even came down the aisles to shake hands and speak words of praise for our beautiful and appropriate banner. This must have given our ladies a real thrill.

Weather ideal—cool in Portland—only one hot spot on entire trip, that was in southern Oregon.

Great enthusiasm prevailed thruout every session. Much accomplished by the great body of women.

Think what it means to have representation in this convention—every club member should swell with pride that this our Club was a participant. We can hardly wait for their return and for their separate reports. We are at last beginning to live in the right way in the big scheme of BUSINESS AND PROFESSIONAL WOMEN'S CLUBS of the world.



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THEATER PARTY

Have you yet heard any of the Comic Operas down at the Auditorium Theater under the direction of Paul Steindorff? If not, you are missing a treat, and are failing a bit in your civic duty, perhaps.

But here is a chance to redeem yourself and have a wonderful evening in the bargain.

The PHILOMELS are sponsoring a Theater Party next Friday night, July 31, when MADAME SHERRY will be played by the opera troupe—and it will be a scream! The tickets are only \$1.00 plus tax and a goodly portion of that will revert to us if all the tickets are sold. And by the way we have the choicest seat locations in the whole house—right in the center of the orchestra section and a merry party we will be.

Tickets may be secured only thru the PHILOMELS—that is no tickets will be sent out for redemption as has been our custom. They have gone so rapidly that the usual way is unnecessary.

Please cooperate with your working section — *The Philomels*—they serve themselves *never* but the Club *always*. When they get results the club reaps the benefit. Help us fill the house next Friday night. **YOU WILL GET MORE THAN VALUE RECEIVED. TRY IT.**

AMONG OURSELVES

Will the chairman of the various standing committees send in a report of their *doings*—remember it will make good reading for the HERALD.

It pays to advertise—Mrs. E. S. Moffatt (Mrs. King's mother) happened to see in last week's HERALD that the Philomels are collecting graphophone records, and forthwith rang up and offered us 30 wonderful records. Many, many thanks. Who will be next?

Incidentally when Dora Cooley kindly consented to call for them, Mrs. Moffatt gave the club a mah jongg set and a checker board and set. Just what we need for our social hours at the various club functions—not all care to dance.

See Miss Clarke has just about enough pennies with which to get that very necessary article—a telephone cover for the directors' room.

We need several other little things about the club which could easily be gotten in the same way as we have gotten this cover.

Mary Campbell is off to Alaska with friends next week. What a fine trip that will be. Have a good time, Mary.

Miss Florence B. Bussell is summing in Honolulu—think how far we are wandering these days. But isn't it about time for all these vacationers to be returning to the fold?

Mrs. Lillian E. Ritchie is planning a trip north with her daughter to be gone three weeks.

Heard the Dance Committee had a meeting—no report of same has reached the HERALD office. Remember the editor is everything but a *mind reader*. However, we do know there is to be a wonderful dance under the direction of the Holding Company in our auditorium, on Saturday night, August 8. Don colors and personages will be in evidence. Admission 50 cts. Record crowd is expected.

The PHILOMELS will sponsor the September dance—look out for thrills. You may have a chance to wear your *old times' togs*. Looks that way now. And what fun we will have!

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A RARE TREAT

How fortunate we were to have Miss Louise Van Eeghan as our speaker last Thursday at dinner. Hers is an international mind. As a member of the International Women's Council Miss Van Eeghan is fresh from a meeting in Washington, D. C., where three hundred women from forty different countries met to confer on matters of all sorts of questions affecting women and children—problems that are being undertaken by the allied women's council with the hope of righting many situations in the lives of the women of the world. It was fascinatingly interesting to note how the speaker had learned to think in terms of the whole instead of her own country, Holland, or a particular club in her own town. Here lay the big lesson for us all. How large we become when we begin to reach out and think of general problems affecting the great mass of women rather than just our own little affairs at home.

Lantern slides of the League of Nations were thrown on the screen with interesting comment. And by the way it becomes more and more apparent than sooner or later, *and the sooner the better* America must become a factor in that world-wide conclave that already are settling matters of international importance.

Many thanks to Miss Edith Knox for her musical contributions to the evening's program.

TICKLISH

It costs \$148.57 a year to educate a high school pupil. But those are the school board's figures. Wait for father's.

"When the bearer of this letter was in our employ," ran the reference, "he was not only trusted and tried, but also convicted."

"What is the modern girl coming to?" commented Mrs. Oldwed.

"Slowly, but surely," replied Mr. Oldwed, "to that period of life when she will ask that very same question."

Sign in a Main Street restaurant: "We won't cash any checks and the bank won't sell any soup."

Copper (to traffic violator)—"Well, I'm gonna give you a ticket. What's your name?"

T. V.—Jeanintich Guaransdesty Leftomhornawhileintime."

Copper—"Keep moving, or some day you're gonna get a ticket."

BUSINESS WOMENS HERALD

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OAKLAND

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Oakland, California, August 3, 1925

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BUSINESS MEETING

THURSDAY NOON, AUGUST 6, 1925

12:15 Sharp

Out of respect to Mrs. Shertzer the nature of the program was changed last week and several of the stunts will positively take place at this meeting. It is probable that Mrs. Guber will have returned and will preside in this instance.

Will all committees and officers prepare good and interesting reports for this meeting? Several matters of prime importance will come up for discussion. Club members in large numbers should be present.

Musical program. The plate 60 cents.

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STANDING COMMITTEES

Zannette W. Potter.....*Activities*
Maud E. Peterson.....*Decorations*
Leoma M. Henas.....*Hospitality*
Jennie M. Hammond.....*House*
The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Olive Bledsoe.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

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Residence Oakland 1604

MEETING.

of Philomels.. next Friday
night, August 7, at 6:15 p. m.

Dinner and dismissal l
promptly at 9:15. Important
business.

THRU THE VALLEY OF THE SHADOW.

The passing of Mrs. Emma S. Shertzer last Saturday, July 25, while not unexpected, came as a distinct shock to club members. Another pioneer among us has passed on to her reward. Life was sweet to Mrs. Shertzer but she faced the inevitable with a brave heart. A great sufferer for many months she often spoke lightly of *the great event*, bidding her friends not to weep when she would no longer be with us. In fact one of her outstanding traits was an unbounded cheerfulness of spirit—a sort of practical philosophy about life and things that made her an influence wherever she was known. Hers was a refreshing frankness—no one had any doubts as to where she stood on any matter whatsoever—and no one ever doubted her sincerity of purpose.

Born in Kentucky, coming to Oakland in 1905, Mrs. Shertzer identified herself prominently with civic and social affairs in which she was an untiring worker. She was one of thirteen women to organize the first Civic Center in Oakland—active member of the National, State and County Suffrage Association—affiliated with the First Methodist Church—member of the Oakland chapter, W. C. T. U.—member of board of directors of the Frances Willard Home for Girls—member of the Anti-Saloon League—the Oakland chapter of American War Mothers—for years member of the Republican County Central Committee—charter member of the Oakland Business and Professional Women's Club—and for the past six years Social Agent for the County of Alameda.

She loved the Club dearly and counted hosts of friends among the club membership. One son is left to grieve her loss.

?? THE CORSE-TWIN ??

PHONE MERRITT 499

ASK FOR DEMONSTRATION

EXTRA! EXTRA!

Midsummer Dance Saturday evening, August 8th, at our Club Auditorium.

Dons, Donnas, Senores, Senioritas, and others.

Colors galore, dancing supreme, card parties, and pink-lemonade.

The committee assures you a good time and asks you to bring your friends.

Each dance given by the Holding Company is proving a big success.

Do not miss this one.

Admission 50 cents per person.

The hostess committee under the chairmanship of Leoma Henas consists of Helen Bergsma, Edith Bakewell, Agnes McFeeley, Grace Maurer, Maud Peterson, Louise Scarper, and Dr. L. S. Swauger.

AMONG OURSELVES

Mabel Kuss writes that our delegation left New England last Saturday by boat for New York harbor. Will remain in Gotham for two days and it won't be long until we shall have them all home again. Glory be!

Miss Maud Freeman of Chicago B. P. W. C. called July 27. Was delighted as all visitors are with our club house.

And just along this line Miss Clarke suggests that we acquire a registration book in which all visitors may be enrolled. We should have had one at the opening of our new building—numerous celebrities have called on us in the meantime.

And now get ready for a surprise! Week after next the HERALD envelope will not contain a reservation card—the supply is exhausted and there is no money in the HERALD treasury to buy more with—so we will inaugurate a new plan which will save the members money. Use U. S. government post cards and save one cent thereby. These will be addressed and sold at the club to those who wish to use them. Or Miss Clarke will answer the phone from 10 to 11 and from 1 to 2 each day if you wish to make reservations this way. In other words get your reservation registered somehow by 12 o'clock of the previous day of any dinner or luncheon. *Reservations not cancelled by this time will be charged to the respective club members. Be good sports and good losers if you are the first offender. We must learn to get the*

habit of notifying the club as to the number of plates required. Mrs. Nattinger has the right to know—and she, too, is not a mind reader.

The Placement and Guidance Council of the Oakland service clubs of which Dr. C. S. Kohs is president and Miss Z. W. Potter secretary, meet in the club for luncheon on alternate Fridays. Mrs. Carrie Hall is one of our club representatives to this council.

Bird Wilson and other June bugs are getting our sun porch in shape. How we will revel in our golden California sunshine on our own lovely sun porch when every thing gets fixed.

Miss Everett is back from a happy vacation period. Likewise Miss Alice Kirkland who went to Yosemite and met Esther Goodwin on the trails up there.

REPORT NO. 1—

Dear Editor:

The Decorating Committee have been able to function at the luncheons, dinners and dances but like all the members they would like to see flowers and greens in the different rooms of the Club House. This can be accomplished if members having gardens will phone Oakland 54 and let me know what their garden can give, arrangements can then be made for the collecting of same. Then we will find our Club House decorated in its different nooks and corners with flowers grown by our own members.

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THE TEST OF A MAN

The test of a man is the fight he makes,

The grit that he daily shows;
The way he stands on his feet and takes

Fate's numerous bumps and blows.

A coward can smile when there's naught to fear,

When nothing his progress bars,
But it takes a man to stand up and cheer

While some other fellows stars.
It isn't the victory, after all,
But the fight that a brother makes;

The man who, driven against the wall.

Still stands up erect and takes
The blows of fate with his head held high,

Bleeding, and bruised, and pale,
Is the man who'll win in the by-and-by,

For he isn't afraid to fail.
It's the bumps you get, and the jolts you get,

And the shocks that your courage stands,

The hours of sorrow and vain regret,
The prize that escapes your hands,
That test your mettle and prove your worth;

It isn't the blows you deal,
But the blows you take on the good old earth

That shows if your stuff is real.

—Author Unknown.

—O—

PATRONIZE OUR ADVERTISEMENTS—TELL THEM YOU SAW IT IN THE HERALD.

—O—

FUNDAMENTAL DRESS

A high school miss defines the difference between fundamentalism and evolution by calling attention to the fact that nature created women with bare legs and perfect freedom of body and action without steel stays or long hot skirts. That's fundamentalism.

Evolution developed all the hideous and fictitious contraptions of dress and created such a false and fictitious standard of modesty that to exhibit a portion of what God made even while bathing in the ocean was considered scandalous though always admired. We are slowly but surely returning to fundamental principles, not because of any decree of fashion, but because of truth for truth's sake, aided by reason and common sense.

And there you are!



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ment.

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1450 Alice Street

*True worth is in being, not seeming—in doing each day that goes by,
Some little good—not in dreaming of great things to do by and by.*

DINNER

AUGUST 13th, THURSDAY, 6:15 SHARP

Seventy-five Cents per Plate.

Speaker: MR. EUGENE K. STURGIS.

Topic: OAKLAND AND CITY PLANNING.

Mr. Sturgis is particularly well qualified to speak on this subject because of his extensive training in city planning, and because of his varied experiences as a public servant. During a sojourn in Europe he had ample opportunity to study the problems of city planning on the Continent. For several years he has been the secretary to the Oakland City Planning Commission, City Clerk of the City of Oakland, and the secretary to the City Council, as well as being a prominent member of the Oakland Bar and a contributing editor to the California Jurisprudence.

Mr. Sturgis' talk should be of great value and interest to the citizens of Oakland because the problem of planning for the growth of our city, providing for sufficient traffic arteries, play grounds, recreation centers, industrial districts and a well planned beautified residential district are but a few of the important problems to be solved by the City Planning Commission. A testimony of the value of this aspect of our city's growth is the fact that Mr. Forbes, the editor of the "Forbes" Magazine" and syndicate writer for the Hearst's papers, said, in a talk to the Oakland Chamber of Commerce last month that the growth of Oakland as an industrial center did not depend solely upon good industrial sites but upon a well planned city, good streets, good schools and comfortable homes. So it should be with considerable interest that we learn from Mr. Sturgis what the Commission is planning for the City of Oakland.

Music—HERBERT F. FRENZEL, baritone, will sing with
Miss Grace Gantt at the piano.

HARRY G. WILLIAMS FUEL

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ALL
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Dr. Lillian Shields.....*Holding Co.*
Laurie Thorne.....*Juniors*
Hermine Kruger.....*Past Officers*
Z. W. Potter.....*(Music) Philomels*

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Olive Bledsoe.....*Publicity*
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WE'RE DOING IT AGAIN!

Yes, did you ever see the like? *Two theater parties in one month.* Never heard of such a thing, etc. etc. And the event is all but upon us! On THURSDAY night, the 13th, too.

This second theater party on the 13th will be the luckiest ever, for the affair will go *over big* just as the first theater party did last week. A little more than \$175.00 reverted to the club and this time we shall surely go over the \$200.00 mark—and we need the money badly. The club voted to send Mrs. Guber east to the National Convention and now the opportunity is presenting itself to provide ways and means of wiping out the financial obligation without any one feeling the strain—an evening of super enjoyment is provided for you at the same cost you would pay if the club were not handling the sale of tickets. **YOU GET MORE THAN VALUE RECEIVED.**

It will be a privilege to hear the BOHEMIA GIRL again, won't it? Remember the good old melodies we whistled and sang years ago have never wearied of since? **YES, IT WILL BE A NIGHT OF NIGHTS!** Secure your tickets of the following Miss Clarke at the club; of any Philomel; of the LIVE WIRE COMMITTEE who has the direct sale of tickets in charge; or at the Z. W. Potter box office, Sherman, Clay & Co. Price \$1.00 plus tax. Best seats going fast—order at once. Ring club or Lks. 6700.

ABOUT RESERVATIONS.

Now is the time for us all to turn over a new leaf with reference to dinner and luncheon reservations. No more cards will be sent out with the HERALDS. Purchase the *one cent* government postals at the club if you wish.

If your name is *not* on Miss Clarke's permanent list you will please phone her—Oak. 1470—by noon the day previous to any function as to the number of plates desired.

It is high time that we all become business-like enough to extend the same business courtesy to our club as we demand in our own offices. **IT IS ABSOLUTELY NECESSARY THAT MRS. NATTINGER KNOW HOW MANY TO EXPECT.** So knowing the ways and means of securing your reservation you should not mind if you are asked to "wait your turn" if you come with guests *unannounced* asking for a place at the table which belongs to some other who has done the right thing and phoned previously.

Again, if you are on the permanent list and do not come nor cancel your reservation, you will, of course, not be offended if you find yourself charged with the cost of the plate. This is only fair—a purely business proposition—and **WE MUST BEGIN AS BUSINESS WOMEN TO BE OF GOOD SCOUTS AND GOOD LOSERS.**

?? THE CORSE-TWIN ??
MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION

NOTICE.

A special meeting takes place tonight at the club room to which every club member is most cordially invited to attend. Our delegates to the National Convention recently held in Portland, Maine, are back and will report on this convention and of their trip. Do not miss their reports. Mrs. Guber, the president, has things of interest and of value to every business and professional women—don't miss her report. The Philomels will enliven the occasion by singing a few of the best songs in their repertoire and all will be promised an enjoyable evening. Let's have a good turnout.

No dinner, just assemble at 7:45 promptly in the club dining room. And remember this meeting is tonight, August 10.

AMONG OURSELVES

Our summer wanderers are returning to the home roof to which they are most welcome—welcome you back, one and all, hope you had a wonderful time and have renewed energy not only for your own business but for a little larger measure of club business this coming year.

Mrs. Bussell says Honolulu is a delightful place, Miss Baird is back from the north where she went to attend a library convention. Mrs. Alice Irwin lead our eastern delegation in by returning last week-end. Then came Mrs. Guber last Sunday morning a day or two previous to schedule unexpected and unannounced. Just like her to avoid any demonstration. Mabel Kuss and Mrs. Barndollar came Thursday morning—and all were seen happy, smiling and refreshed at Thursday's luncheon. Mrs. Chaffee has returned from a motor trip to Los leaving her daughter in the south-land.

Mrs. M. E. Turner is back from a vacation trip up Vancouver way, who with friend husband covered 3000 miles in less than a fortnight. Going some.

Mrs. Harriett Haas' face is seen again at lunch time. Must have been away—HERALD not notified.

Mrs. Elizabeth Geiger has taken over a big ad in the HERALD for the firm she represents. Is coming into the club soon. Read CORSE-TWIN and ring her up.

Speaking of ads, Mrs. Havlin informs the editor that she did more than one hundred dollars worth of business in the week following her

placing of a big advertisement in our little HERALD. "Then it pays to advertise?" quoth the editor. "I'll say it does," said she.

The dance last Saturday night was a brilliant affair. All because the Dons graced the occasion by being present. Lew Galbraith of the P. G. & E. was one of the gayest. Tried to dance with all of us girls—some job. Everybody had a marvelous time, and the reception committee looked very Spanishy with their gay hats.

Don't miss hearing Mr. Sturgis next Thursday night at dinner. Bring your husbands or men friends—they are always interested in the betterment of our city Oakland.

And Mr. Sturgis' talk will close by eight o'clock—in plenty of time to leave for the club theater party which begins at 8:30 P. M. No need of worry on this score—Mrs. Guber will see to that—and of course we are all going to see *The Bohemian Girl*. Barbara Blanchard will sing the part of *Arline* that night. A glorious night, eh?

Have you eaten yet out on our beautiful summer porch at the nifty new green tables under the lovely colorful parasols? If not, you're missing a thrill. Thanks to the May and June birthday girls who have very generously given this much appreciated gift to the club. But more tables and parasols are needed—who will be next to donate furnishings for the roof garden? Mrs. Wright, said in answer to this need, volunteered to begin this movement by furnishing one new chair. And remember each table needs four chairs. Get that?

At the dinner we will have a treat by hearing Dr. Herbert F. Frenzel, Berkeley baritone with Miss Grace Gannt at the piano. This alone is worth coming to hear.

Jennie Hammond is on a delightful motor trip to Victoria and Vancouver, including Ranier Park.

The French section have resumed their chatter around the Tuesday lunch table. Join them if you wish to *parlez Francais*.

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THE LIVEWIRES

Who are, who are, who are we?
Read these lines and you will see.

Just this:—a new group has risen on our club horizon—a peppy group of women, good sales women, if you please, who will render an added service to the club by acting as a clearing house for all the club activities, to set the machinery in motion, to see that things get over, to limit the number of activities if necessary, to provide programs of entertainment of interest to all concerned, etc.

All this sounds very nice but will be utterly useless we have the co-operation of the club members—in other words we must *sell ourselves* and sell our idea to every club member and then we can accomplish wonders.

How can you belong to this group? To be a livewire requires only one thing—THE ABILITY TO SELL. With this accomplishment you are eligible and you are welcome. Every livewire has a business of her, remember that, but she is sacrificing something of her self and the margins of her time for her club. Do you wish to participate?

The membership to date is as follows:

Z. W. Potter, Dr. Lillian Shields, Josephine McClenegan, Maud Peterson, Agnes McFeeley, Mrs. Chas. Haines, Mrs. H. D. Havlin, Mrs. Nellie M. Havens, Beatrice Viganego, Laura Thorne, Mrs. Helena M. Gamble, Carrie Hall, Miss H. L. Kruger, Victoria Escoffier, Georgia Maiden, Helen Burton, Grace Maurer.

—0—

ABSENT-MINDED ABNER

"Carter is the most absent-minded chap I ever saw," remarked a clubman to a fellow member.

"What's he been doing now?" inquired the other.

"Why, this morning he thought he'd left his watch at home, and then he took it out to see if he had time to go back and get it."

"That isn't as bad," said the second man reminiscently, "as the time when he left his office and put out a card saying he'd be back at three o'clock, and then finding he'd forgotten something, went back to his office, read the notice on the door and sat down on the stairs to wait until three o'clock."



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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, August 17, 1925

Number Thirty-nine

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LUNCHEON

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12:15 Sharp

60 Cents the Plate

Speaker—FRED W. WOODWARD.

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Mr. Woodward is an authority on the subject of interior decoration and what woman is not interested in this all-absorbing subject of making her home a better and more beautiful place to live in—therefore the reservations should be forthcoming at once.

Mr. Woodward will deal with the subject of the modern living room from the decorative standpoint. His talk will deal with an expression of ideas relative to the harmonizing of floor coverings, furniture, draperies, etc. Also to enlighten us upon the topic of period furniture and to its application and use in the modern American home.

Don't miss this luncheon and phone Miss Clarke Now.

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*Address all communications to
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Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Ella Saylor.....*Vice-President*
Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Detoy.....*Treasurer*
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SANTA BARBARA NEEDS YOUR HELP

Santa Barbara is staggering under a load far greater than the reports would indicate and Oakland is attempting to do its share to a sister city in distress. A national appeal will have to be made if the cities of California do not assist materially and at home. The drive is now on and each service club is expected to contribute somewhat according to its membership. Ours is by far the largest service club in the city and therefore will be expected to make a good showing when the returns are all in.

The Past Officers' Section of the club has volunteered to assist in making the club collections. Miss Kruger, the president, began at last Thursday's dinner, made a stirring appeal and collected more than \$35.00 when the hat was passed. For those who did not attend, thereby missing the opportunity of contributing, will please send check at once to Miss Hermine Kruger, 563 16th St., or to the club, made out to SANTA BARBARA RELIEF COMMITTEE. Or leave with Miss Clarke at the club for Miss Kruger.

SPECIAL NOTICE.

The next meeting of the club will be a dinner on WEDNESDAY night August 26 at 6:15 at the club rooms. This will take the place of the usual Thursday night dinner and was so scheduled by our president on account of the DONS OF PERALTA festivities which open in Oakland on Thursday night, August 27, with a program of great dimensions including the lighting of the necklace of lights around Lake Merritt for the first time, an electrical illumination by the lake, a song festival in the Auditorium—all free and with the hope that every club member will be in attendance upon all of the Dons' attraction of this week.

? ? THE CORSE-TWIN ? ?
MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION



MRS. M. B. GUBER
PRESIDENT

First Delegate to National Convention, Has Returned.

Wasn't it nice to see President Guber and all our delegates back again and how enjoyable it was to hear their reports at the special evening set aside for them last Monday evening? The main report was from Mrs. Guber, of course, who spoke of her impressions of the big convention and of the inspiration and enthusiasm she received while there. She enjoyed everything and everybody and made many friends while on the eastern sojourn. Her impressions of the big convention hall, the decorations, the reception the side trips—all came in for honorable mention. Mrs. Guber in her report last Monday night, told of an exceeding honor bestowed upon the delegates while they were east when they accepted an invitation from the Connecticut delegation presided over by Mrs. House, state president. They had a wonderful time and appreciated the courtesy extended to them by the hospitable New Englanders. Mrs. Barndollar saw the funny side—therefore her report was more or less humorous. She told of all the fun they had, described the big clam bake, etc. Mabel Kuss was more historical than all the rest. She saw *men and things*, giving to each its proper value and described in detail the trip to and from the big convention.

Mrs. Alice Irwin reported briefly as to how she kept the "girls" straight while they were away and all that.

In fact the reports were so good that the absent ones are clamoring for a repetition of the reports so it has been arranged to enjoy a dinner on Wednesday evening, August 26, at 6:15 at the club rooms. Mrs. Guber has other and perhaps more interesting things to say from various angles about the convention. Mrs. Burnell will be back and give her report and other vacationists will also have something to say. Among these latter are Mary Barnby who will tell of her recent trip to Mexico and Miss Bussell who just returned from the Hawaiian Islands. Be sure to be there—ring Miss Clarke at once.

—O—
NOTICE

The Philomels will meet at the Josephine Swan White Studio, 663 11th St., on Saturday night, August 22. Dinner at 6:15. Men friends invited to arrive at 8:30. Dancing, special program, etc. Wonderful time assured. Phone reservation to Lks. 6700.

—O—
STATE MEETING

The California Federation of Business and Professional Women's Clubs meets in San Jose, September 10, 11, 12, in the Scottish Rite Temple—a new magnificent building in which will be held all of the sessions, the social functions, luncheons, banquets, etc., all under one roof. Shall we be there *en masse*? Altho Berkeley has secured representation on various committees Oakland has one member of the *program committee* to its credit. Shall we be on the *program*? Another pertinent question.

—O—
NOTICE

The success of the Midsummer dance of August 8 can only be attributed to the wonderful co-operative spirit of the hostesses. Our friends, nearly 200 in all, including several Dons, thoroly enjoyed themselves and were heard to say at times during the evening they would be very pleased to come again and asked that their names be placed on the dance mailing list. I take this means of thanking my co-workers and I know the club members feel proud of them

LEOMA HENAS,
Chairman Committeee.

ATTENTION P. O's!

All members of the "P. O's." will gather for a dinner and business meeting at the club rooms, on Monday, August 17, 1925, at 6 o'clock. Please phone Miss Kruger, Oakland 8500 if you cannot be present.

Miss Alice Zwilling

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AMONG OURSELVES

Mr. Seccombe will be the speaker at the club dinner of Thursday, September 10.

—o—

The program committee has secured Dr. L. L. Stanley, resident physician of San Quentin, who with lantern slides will talk on the glands of internal secretion touching upon the experimentations that have been made at San Quentin prison. This lecture will take place some time during the middle or latter part of September. Watch for further notice—there will be a record crowd in attendance.

—o—

Miss Otis is sojourning at a San Francisco hospital for a fortnight. Nothing serious, she says, just tonsils.

—o—

The roof garden is growing better day by day in every way. It really has some bloom there and will have more according to Bird Wilson and Jean Baird who seem to take the initiative. It means work galore now and continually in the future.

—o—

The Donnas of Peralta are holding a series of meetings to *boost* the big celebration of the Dons to be held in Oakland on Thursday, Friday and Saturday, the 27, 28 and 29 respectively of this month. It is a fact that the whole series of events is *going over big*. Watch for opening floral parade on Thursday morning the 27 and from then on will be one grand surprise after another. Plan to attend, and are you wearing any colors. Be a sport and loyal Oaklander—buy the colors and wear them, *red, yellow and blue*.

—o—

In this regard who could look niftier than our own Maude Peterson? She has the whole outfit—it is a dream. The boys would say a complete *knock out*.

—o—

Z. W. Potter is representing the club on the central committee of the Santa Barbara Relief Fund According to the P. O.'s who have taken the matter in charge, there will be a report not to be ashamed of in any particular in the last analysis. Help to swell our gift to the needy. **DO IT NOW.**

—o—

Lee Brunquist is just back from a lovely trip up thru Mendocino way.

Henrietta Grosso

Optometrist



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OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, August 24, 1925

Number Forty

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Members F. T. D.

*This world that we're a-livin' in is mighty hard to beat;
With every rose you get a thorn, but ain't the roses sweet?*
—Selected.

DINNER
CLUB DINING ROOM
WEDNESDAY, AUGUST 27
6:15 P. M. Sharp
VACATION ECHOES

Mrs. M. B. Guber, the president; Mrs. Barndollar, and Miss Kuss will repeat some of their experiences when attending the National convention; Mrs. Burnell is back and will be given the opportunity to report for the first time; Miss Barmby will tell of her trip into Mexico. Mrs. Russell will relate Honolulu experiences and so on ad lib.

It will be a get-together meeting of just members and a few chosen guests—we will have a good time—and everybody will enjoy the program. *Let Miss Clarke know.*

Remember this meeting is *Wednesday evening*—not *Thursday* as usual. All because of the opening of the Dons of Peralta celebration the following evening.

Perhaps the *Philomels* will sing again—and it will be good if they are all there.

HARRY G. WILLIAMS

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- not think that his diploma is his passport to success.
- be thrifty and know how to finance himself.
- know the value of spare time for self-improvement.
- be willing to take the advice of the more experienced.
- control himself under provocation, keep calm and serene under trying circumstances.
- know that to secure things that will really enrich life, one cannot be greedy of grasping, always thinking of self.
- know that it is more important to make a life than it is to make a living.
- not be content with commonness, with slipshod work, aimless system, half-hearted endeavors.
- be an inspiration and encouragement to those who long for a broader, higher life.

EVERYBODY WELCOME!

Zanette Potter most cordially invites the club members to the opening event of the Dons of Peralta on Thursday night, August 27, at the Oakland Civic Auditorium. First enjoy the fire works and witness the lighting of the diamond necklace around the Lake, then go at once to the Auditorium—plenty of good seats—and enjoy a fine musical program as well as the ballet dancers under the direction of Alice Zwilling. You will get home by eleven o'clock and you will pronounce it one of the finest evenings you ever spent.

ADMISSION IS FREE. BRING YOUR SWEETEST SMILE AND GIVE A HANDCLAP IF YOU ARE PLEASED. YOU WILL BE!

SEPTEMBER DANCE

The Philomels are directing the next dance sponsored by the Holding Company. The committee representing the Philomels will include Alice Zwilling, chairman; Mrs. M. B. Guber, Josephine Swan White, Zannette W. Pttter, Maude Peterson, Carrie Hall, Gladys Barndollar, Ruth Gibson, Esther Goodwin, Mrs. A. M. Jessen, Mabel Kuss and May Bunker. Make a list of prospects right now, ladies. There will be novelties and a right good time for everybody.

—o—

Look for our float in the big floral parade next Thursday morning. It will be very pretty and give the girls riding there your best cheer and handclap. They will appreciate it.

? ? THE CORSE-TWIN ? ?

MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION

AMONG OURSELVES

Many—or quite a few have not yet turned in their money for the last Theater Party. When all the returns are made the club will have accrued some \$200 unto themselves most of which will go to the club itself, the balance to the Philomels under whose direction the very successful event took place.

The Philomels were the guests of Mrs. Josephine Swan White last Saturday night and what a lovely time everybody had. More than thirty attended, enjoying a wonderful dinner, then there was some necessary business conducted, a delightful program and ended up with dancing. Some of the husbands and sweethearts came in late for the dance. Mrs. White assisted by Ida May Bradley proved a charming hostess and both were given a vociferous vote of thanks.

Nice to see Alice Burnell back. Almost sure she brought some of the very newest creations—the very latest from New York and from across the pond. We're waiting to see her on parade.

Mr. Woodward's talk on interior decoration was much enjoyed last Thursday. A committee went over the building with him asking for further suggestions on beautifying and improving our club house—the details are most interesting. If any birthday girls want hints as to any line of procedure at any time ask S. M. B. or B. M. W. or Z. W. P.

Mr. Eugene K. Sturgis' talk on the Thursday previous was also much enjoyed—we received many valuable hints as to making our City Oakland still more beautiful and also received much inspiration for the talk.

Yes, there are tears and wailings from some of the girls from missing the gay, gallant Russian who danced so splendidly after the dinner on Thursday. How adorable he was and my, how he could dance. His costume was striking and his face—me, oh, my! Moral: *Don't miss any of the dinners or luncheons; there are often surprises not scheduled on the program.*

When oh when is our vice president expected back. Better hurry.

Pleased to see Nellie Sutherland at luncheon Monday. Back from the north but on her way east for another long spell. Good wishes.

Dr. Florence M. Morse from Seattle, Washington, president of the BWPC there, was a guest last week. On her way home from the convention. Met some of our ladies while there. Another name for our register which we have not.

Sun porch is coming on. Need more tables and more chairs and more awnings.

Our dear Mrs. Jessen is on the sick list this week. May she improve and be back soon. Likewise Mrs. McFeeley.

Mrs. Sybil Heyer was seen at luncheon last Thursday—seldom come. There were other infrequent faces, too. Get the habit, ladies, get the habit. We need *you* and you need *us*. Think it over!

Be generous with your flowers this week—it will save us a vast expense—and Mrs. Peterson needs many dozens for the float. Ring her at Oakland 54 and learn where to deliver them.

What about a club picnic, some club members are asking? So say we all of us? Watch for an announcement soon.

Mrs. Hollis of Whitthorn & Swan's has given the editor a number of postcards from Miss Helen Burton who is traveling abroad. There is so much that Miss Burton is seeing and absorbing that it is worthwhile that it would best be left unsaid until her return in October when she should be asked by the program committee to tell us all about her enjoyable trip then.

ON TO SAN JOSE!

Who are planning to go down to the Garden City on September 10, 11 and 12? Many should go—can return the same evening. The Oakland contingent has entered a song competition with several other cities and of course we should carry off first prize, eh? Could if we would get together to practice. But when have we time even for that? But when the call comes respond quickly.

NOTICE.

The P. O.'s are interested in a real library for our Club. The corner stone of a library is a good *up-to-date* encyclopedia. They have asked the HERALD to ask if some good member having such a set does not feel the urge to pass it on to the Club. Or a member may know of travelers who do not care to store books and are anxious to see them well placed.

FUNDAMENTALS

A little house, a bush, a tree,
A laughing child to play with me.
A task that fills the fragrant days,
But leaving time for prayer and praise.

A garden bright with pink and gold,
Full harvest as the year grows old.
For every day some bookly gain;
For twilight, music's sweet refrain.
A dozen friends with gifts of cheer,
And love, more tender year by year.
With these, and summer at the door—

What mortal man could ask for more!

—Thomas Curtis Clark.

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TICKLISH

"A pessimist is one who sees calamity in every opportunity while an optimist sees an opportunity in every calamity."

—O—

"A kiss is an electric discharge from a four-lipped battery."

—O—

"In the corporation of Nature, the Sun is president, Earth, Air, Fire and Water the directors, Life the dividend, and Man the shareholder."

—O—

Teacher—"Why do you always add up wrongly?"

Scholar—"I don't know!"

Teacher—"Does anyone help you?"

Scholar—"Yes, my father!"

Teacher—"What is he?"

Scholar—"A waiter!"

Carroll: "The other day I went fishing and caught one of those great big fish—let's see, what is it you call them?"

Jack: "Oh, you mean a whale, I guess."

Carroll: "No, it couldn't have been a whale—I was using whales for bait."

—O—

Business is like a black eye. Nobody gives it to you. You have to fight for it.

—O—

According to some folks's way of thinking, this is a government of the people, by a part of the people, for the rest of the people.

—O—

BE WHAT YO AM!

De sunflower ain't de daisy, and de melon ain't de rose;

Why is dey all crazy, to be sumfin else dat grows?

Jess stick to de place yo're planted, and do de bes yo know;

Be de sunflower or de daisy, de melon or de rose;

Don't be what you ain't, jess you be what yo is.

If yo am not what you are, den yo is not what you is;

If you're jes a little tadpole, don't yo try to be de frog;

If you are de tail, don't yo try to wag de dawg;

Pass de plate if yo can't exhawt and preach;

If you're jess a little pebble, don't try to be de beach;

When a man is what he isn't, den he isn't what he is,

An' as sure as I'm talking, he's a-gwine to get his.—Clipped.

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BUSINESS WOMENS HERALD

OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, August 31, 1925

Number Forty-one

MRS. GUBER

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noise to attract converts.

LUNCHEON

Thursday, September 3, 1925

12:12 SHARP

BUSINESS MEETING

Mrs. Guber is anxious to have a good representation at
this meeting, many matters of moment to be taken up.

Some vacation echoes may be in order.

And there will be music, community singing and all
that.

The plate 60 cents. Let Miss Clarke know.

The Art of Public Speaking will be the subject of Mr. Seccombe's
talk before the club on September 10. Plan to attend. This subject
should be of interest to every member of the club; in fact, to every
business woman. By the way, Mr. Seccombe has a new telephone
number—Lakeside 1342. He advertises in the HERALD.



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Professional Women's Club.

The Business and Professional
Women's Club meets every
Thursday, 12:15 p. m. in their
Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Ella Saylor.....*Vice-President*
Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Deto.....*Treasurer*
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Laurie Thorne.....*Juniors*
Hermine Kruger.....*Past Officers*
Z. W. Potter.....(Music) *Philomels*

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Residence Oakland 1604

UNE JOIE EXTRAORDINAIRE.

One rub of Aladdin's Lamp, and I was gazing at the choicest paintings by the Old Masters, a collection showing as great variety as many European galleries, Italian, Flemish, Dutch, French, Spanish, English, and even one or two notable American artists being represented. And no long absence from business necessary, no seasickness, and no bank roll required; merely carfare from here to the Spreckels Memorial Building in San Francisco, or Legion of Honor building.

And all through the courtesy and generosity of an American millionaire, T. B. Walker, of Minnesota, who began life very humbly, and worked his way in typical American fashion to the financial top. He has collected this marvelous number of paintings from many sources abroad, some from galleries of the nobility of England, forced to part with them since the War. And now, instead of keeping them closely guarded in his own home, he loans them to those who care for them; and so we, on the far away Pacific coast have a peep right at home of some of the rarest treasures of Europe.

There are genuine Murillos, Rembrandts, a Del Sarto, Tintoretto, Domenichino; there are the lovely things of the French school, with a number from the brush of the painter of peace and serenity, Corot; there are Gainsboroughs, Turners, and those of Sir Peter Lely, Sir Joshua Reynolds, Dobson; there are masterpieces from the Dutch school, and I was sure that our own Hermine Kruger sat for the "Lady with the Fan" until I noticed the date, sixteen hundred and something. But we know where she gets her smile.

This collection will only be loaned to us for about two months. I know where the spare hours of our members will be spent. It is said there is no finer private collection in the world.

?? THE CORSE-TWIN ??

MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION

ATTENTION, WARBLERS!

In less than two weeks the San Jose convention will be over and we will have lost or won the prize in the singing contest. We are to begin rehearsals this Monday night, August 31, in the club rooms at 7:45 sharp. Altho the time is very short much can be accomplished if all will report promptly and attend the rehearsals as scheduled.

Come even tho you do not sing much—that is if you will be in San Jose for luncheon, Saturday, September 12. There may be some stunt planned in which all will take part and leave the singing to the *gifted* ones.

Come and we will talk it over. Our great handicap will be that the San Joseans are competing, have been in trim for a month or more and will have a large chorus because they will be *at home*. However, it will be great fun to be there and *play the game*—that's the thing after all.

CLUB NOTES

Elsie Weichelt of Bakersfield and her sister Freda were visitors at the club last week. (But where is our register to keep the names of all these visitors?)

—o—

Did you see our lovely girls on the float last Thursday? They certainly represented us nobly and we thank them. Couldn't have looked prettier, the parasols were ever so effective, the float was beautiful and has received many, many compliments from those who witnessed the floral parade. Our being in the parade was a *good investment* from every point of view and plans are already under way to be participants next year. The annual celebration is growing year by year and we will some day be very glad we helped to pioneer the great East Bay community spirit. Any one of vision will realize this. Our club is far from being universally known and every means to advertise it legitimately is *good business*.

—o—

The girls who were on the float were Grace Maurer, Maude Peterson, Lucille Fine, Anna Burr, Mildred Goodwin, and Alice Kirkland.

—o—

Alice Burnell looked ever so sweet last Wednesday night when she spoke to the subject of the World Court at the dinner. Guess she picked up another New York creation or two when she was away, eh?

—o—

By the way no one reported this meeting for the HERALD—therefore no details are forthcoming. Just this, that the delegates who were

elected to represent the club at the San Jose state meeting of our club are as follows: Zannette W. Potter, Maude Peterson, Carrie Hall, Dr. Kibbe, Mrs. A. M. Jessen, Laura Pinkston.

—o—

Dont' forget the song practice tonight in the club rooms—you will enjoy it and you will be helping to represent us at San Jose during the coming state convention.

—o—

Miss Burr is our new chairman of publicity. Will all chairmen of sections and committees see to it that Miss Burr is supplied with reports, news items, etc., so that due publicity may be forthcoming regarding club activities.

—o—

Yes, our float received *honorable mention*. Pretty lucky at that! For we were competing with the big ones like Montgomery Ward & Co., who deservedly won first prize. And by the way, in the choosing of judges there should never be anyone serving in that capacity who is a member of the organization upon whom he or she is expected to render judgment. It always gives a chance for the cry: NO FAIR. This would easily be avoided by asking outsiders to sit in judgment—then every body's happy.

—o—

This club is well represented in the new organization of the DON-NAS De PERALTA, who expect to do big things in the community during the coming year keeping alive the spark of the annual fiesta and attempting to enroll one thousand

Continued on page 4

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A WORD OF SYMPATHY AND APPRECIATION.

We sympathize deeply with two of our members, Bessie Wood Gustason and Esther Wood Schneider, in the passing beyond of their dear mother, and we do wish to express our appreciation of the splendid character of Mrs. Wood, who, during a long life, worked zealously for the advancement of women, and that they might have the fullest organization for service in the land, unhampered by traditions of sex. Her precept and example made of her daughters splendid citizens. Mrs. Wood was a frequent visitor at our club, almost a senior member, and it is meet that we should remember that but for the efforts of her and her sister pioneers such an organization as ours would not to-day be possible.

Mrs. Fannie Miller was laid to rest last Thursday from the Grant Miller headquarters with Dr. Spencer officiating who had known the deceased for forty years. The W. C. T. U. also participated in the final rites. Mrs. Miller was a member and worker in this pioneer organization.

CLUB NOTES—Continued.

women in their ranks before the New Year. Z. W. Potter heads the aggregation, Helena Gamble is secretary, Mrs. Gustason is one of the vice presidents, Miss Escoffier is treasurer, Mrs. Peterson, Mrs. Irwin, Mrs. Holly on the board of governors, Mrs. McClenegan, sergeant at arms. And there you are. Come on in—the water's fine! One dollar a month for five months and that will make you a bona fide member for the coming year. Easy enough, too.

The next Holding Company dance will take place Friday night, Sept. 18, under the auspices of the Philomels with Alice Zwillinger acting as chairman. Plan to come, there's novelties and a right good time assured to everyone. Mr. Seccombe is floor manager.

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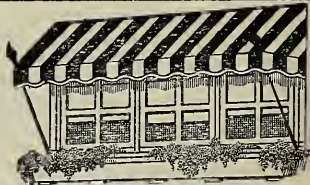
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Oakland, California, September 7, 1925

Number Forty-two

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DINNER

THURSDAY, SEPT. 10, 1925

6:15 Sharp

SUBJECT: The art of *Public Speaking* and with round table discussion.

SPEAKER: MR. CHARLES H. SECCOMBE, Attorney-at-Law, Federal Building, Oakland

The value of being able to speak when called upon is evident to every one. Mr. Seccombe is a fine public speaker and is willing to give us the benefit of his knowledge and experience. Men's club seek his services on the question of public speaking and we should appreciate this opportunity of having him with us. Also, there will be a chance to ask questions—practical ones informally.

Let Miss Clarke know as to the number of reservations, Oakland 1470. Or is your name on the permanent reservation list?

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Residence Oakland 1604

*To the President and Members of the Business and Profes-
sional Women's Club of Oakland.*

DEAR FELLOW MEMBERS:—

The Trustees of the Florence M. King Educational Fund are now anxious to put this Fund into active operation. Believing that each member of the Club is interested in this venture the Trustees beg leave to submit the following brief rules, by which they will be guided in the administration of the Fund:

1st. Assistance will be available ordinarily for regular full-time High School students who have completed at least two years' work, or for students about to complete a business college course.

2nd. Money is to be *loaned*, not *given*, to needy pupils. Said beneficiaries are to sign notes pledging the return of the money, on terms as agreed upon by the Trustees.

3rd. The Trustees are to report to the Club at least quarterly and will at all times be ready to give information to individual members of the Club upon request, so that all may know of the progress of this work.

At this time the Trustees have in their possession the sum of \$265.80, with further pledges promised. From time to time, members have signified their desire to contribute substantially to this Fund, so that there will be something worth while to work with. The Trustees are now ready to receive these pledges. Give us the money now, or give us your pledge to be redeemed in one month.

Those who wish to send checks later will please make them payable to the Florence M. King Educational Fund and send to the Club in care of Miss Bradley, Miss Saylor or Miss Kruger. These pledges will be promptly acknowledged.

Finally, the Trustees wish to make grateful acknowledgement of co-operation in outlining this work, to Miss Emily Palmer of the University of California Educational Department (a Club member) as well as to Miss Wilson and Miss Chalmers, and President Mrs. Guber.

Respectfully,
SUE M. BRADLEY,
ELLA SAYLOR,
HERMINE L. KRUGER,

Trustees of the Florence M. King Educational Fund.

?? THE CORSE-TWIN ??
MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION

CLUB NOTES

Miss Faye Otis of the program committee promises an innovation for the October meetings—something entirely new. Club members will be selected at random from the roster and the following letter will be sent to them:

Dear Club Member: The Program Committee wish to have you give a five-minute talk on one of the following subjects: 1. Our Club and What It Means to Me. 2. Education. 3. Current Events. 4. New Books. 5. Our Civic Duties. 6. The Woman in Business. 7. The Funniest Story I ever Heard.

Choose one topic from the above and let us know. Do not refuse to participate—be prepared to accept an assignment and help in this new plan to hear from our own club members once a month.

The program committee announces Dr. Gregory A. Berson, who will speak on *Business Psychology* at the luncheon on September 17th. On September 24 we will hear from Dr. L. L. Stanley, physician at San Quentin, on the fascinating subject of "Rejuvenation".

Make reservations early for both of these club affairs.

Going to San Jose, for the State Convention of Thursday, Friday and Saturday of this week? Why not try to make it this year? A fine program and lots of fun are assured to everyone.

Among those who are going to San Jose, who will sing in the chorus under the direction of Zannette W. Potter, are: Mrs. M. E. Guber, Esther Goodwin, Maude Peterson, Mary Campbell, Addie Jensen, Laura Pinkston, Dr. Kibbe, Dr. Shields, Ada Angel, Bird Wilson, Louise Booth, Alice Kirkland, Jos. McClelland, Victoria Escoffier, Gladys Bardollar, Mabel Kuss, Sue Bradley, Blanche Stedman, Helen Callahan, Maude Hollis, and Ora Pennington.

Others who are planning on going but who have not reported for any chorus practice include Carrie Kennedy, Mrs. Haines, Ann Ryan, Anna Simpson, Elizabeth Clow, Jean Baird and Miss Chalmers who is keeping us all in line as a member of the central program committee, but who insists that she would spoil things if she participated.

Here is hoping they will win the prize—that depends solely, however, on their rehearsals which have not been attended 100% as yet. Musical numbers cannot be prepared by magic nor can a leader perform miracles with untrained voices in front of her.

Mrs. McFeeley is reported as improving and will be back to the club soon.

The Philomels met last Friday night for dinner and took up important matters regarding the forthcoming dance of Sept. 18 which they are sponsoring. Every Philomel is supplied with tickets—please ask them for your allotment. Help to make this dance a big success—if you have not attended any of the monthly dances, you have been missing it. There are no wallflowers. If male partners are lacking, many of our club women are good leaders to follow, and will be glad to dance with you. Admission only 50c. Tell your friends. Alice Zwillinger is dance chairman.

Have you read the report of the Florence M. King Scholarship Fund which runs as an editorial in this issue of the HERALD? This report was read at last Thursday's meeting and an appeal was made at this time which resulted in \$300.00 being pledged by half a dozen members. Satisfying response, was it not?

Well, well, well! Did you ever? We got a prize after all! Took second prize in the Mummies' Parade Saturday night. This was all due to the enterprise of Miss Escoffier and Maude Peterson who redecored the float and took full charge of the affair. Those who rode on the float to victory included the two managers, Mrs. Esther Goodwin, Laurie Thorne, and two boy torch bearers. The prize amounted to \$25.00. Congratulations, girls!

The whole accounting of the float is as follows:

Making of body, drawing, printing, greens, parasols, tulle, flowers. extra help—\$134.00. Minus \$25 00 prize money. Balance \$109 00 which divided equally between the Club, the Holding Company and the Philomels proportionately amounts to \$36.33 for each respectively. It is a sure guess that there was no float in the parade that looked so beautiful and that cost so little. Again we say, A GOOD INVESTMENT!

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NOTICE

All those in the **CHORUS** please take notice that there will be very important rehearsals this week beginning to-night, Sept. 7, in the club rooms at 7:45 sharp. This does not mean **LATER** than announced—there is so much to do and the convention is already upon us, with practically no rehearsing.

Then again to-morrow night, Tuesday, Sept. 8, at the same time and the final rehearsal is scheduled for Wednesday night following unless Z. W. P. returns from San Jose on Friday to hold a rehearsal that night before the big event on the day following.

TICKLISH

A campaigner was constantly interrupted by a man in the crowd, who kept shouting out, "Liar!" After about the twentieth repetition, the speaker paused and fixed his eyes on his tormentor. "If the gentleman who persists in interrupting, he said, "will be good enough to tell us his name instead of merely shouting out his calling, I am sure we shall all be pleased to make his acquaintance.

"May I have this dance?"
"No, I'm too danced out."
"Why—ah—you're not too damn stout; you're just pleasingly plump."

"Is your brother a musician?"
"Is he? Why, at the age of three he played on the linoleum."

A well-known author was vainly endeavoring to write the other morning, when he was repeatedly interrupted by his six-year-old-son. "If you ask me one more question," the harassed writer declared at last, "I will go out and drown myself."
"Father," came the small voice, "may I come out and see you do it?"

When we come to the final analysis of our business of profession we find that no matter what our occupation is, we have always one thing better to offer the public and society in general than our competitors, and that is better service.

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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, September 14, 1925

Number Forty-three

IN BUSINESS

If you want to
FEEL YOUR BEST
and
DO YOUR BEST
you must
LOOK YOUR BEST
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I pity no man because he has to work.
If he is worth his salt he will work.
I envy the man who has a work worth doing and does it well.

LUNCHEON

THURSDAY, SEPTEMBER 17, 1925, 12:15 SHARP

SPEAKER—DR. GREGORY A. BERSON

Author and Lecturer.

SUBJECT—BUSINESS PSYCHOLOGY.

All phases of psychology have a fascinating interest for all of us and especially the *psychology of business*. Dr. Berson is at present conducting a series of lectures at Dr. Gordon's church in San Francisco, so we are fortunate to have so popular a speaker as our guest for the club luncheon.

Dr. Berson is a scientist, neurologist and psycho-analyst of the Alexandrovskoi University, Kharkow, Russia.

It is unfortunate that Dr. Berson could not be heard at one of the club dinners but his appointments interfered with this plan.

Do not miss him, as it is; come on time—speaking will start early—a treat is in store for all who send in their reservations. Be sure to let Miss Clarke know.

The plate 60 cents.

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The Business and Professional
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The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*
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THE PEOPLE RULE.

Eventually the people rule. It is always safe to return to that point as a basis. They are ruling now, inasmuch as they permit the kind of rule which exists now. When this kind of rule ceases to be to their taste, they will substitute another. The people are not politicians, they are not even political economists; they are pragmatists—that is, they believe that if a thing works well it cannot be very far wrong. The whole situation which faces the rulers of the world today—the parties, the politicians; the princes—may be stated in four words: It does not work. The complaint of the people is never against form or method, but always against failure to function.—Dearborn Independent.

THE CHOICE OF A WORD

FENWICKE L. HOLMES

In the schools you have heard that the choice of a word
Gives flight to your thought like the wings of a bird.
Let it also be taught, to your life you have brought
Your good or your ill on the wings of your thought.
You must know that the worm will continue to squirm
So long as he thinks in the terms of a worm.
But the worm that will dare to aspire to the air
Will burst from the chrysalis winged and rare.
Then let us believe that what we receive
Will be, in the end, what we dare to conceive!

—From "Songs of Silence."

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? ? **THE CORSE-TWIN** ? ?

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ASK FOR DEMONSTRATION

WE DANCE

Next Friday night, Sept. 18, The PHILOMELS have charge of this month's dance-frolic with Alice Zwillinger acting as chairman. Many interferences—the Dons of Peralta celebration, the diamond jubilee, and the San Jose convention have naturally made inroads upon the committee's activities—but it is hoped a goodly interest will be manifested at the close of this week that our lovely auditorium will be filled with dancers on Friday night. Miss Zwillinger promises some thrilling novelties—one especially, the dancing of THE CHARLESTON by professionals will lend zest and interest to the evening.

Admission only 50 cents—plan to come—there won't be a dull moment.

CLUB NOTES

Of course you won't fail to send in your reservation at once to hear Dr. Berson this coming Thursday. Hearing him undoubtedly will give you a bigger business outlook, a better business grip, and perhaps a different business ideal. *At any rate don't miss him.*

The delegates will have returned from the state convention at San Jose—maybe Mrs. Guber will permit a short and snappy report from some of the delegates or others who took the trip.

Then it is always well to look ahead—so send in your reservation for Dr. L. L. Stanley's lecture on *Rejuvenation*. In the light of recent experimentation and development along the lines of gland transference the talk will be little less than sensational to say the least.

Miss Chalmers lead the host to San Jose by going down Wednesday night for an important meeting. She is auditor on the state board.

Mrs. Maud Petersen left early Thursday morning in her new Essex Six with President Guber, "Knave" Jessen, and Z. W. Potter as passengers.

Mrs. Carrie Hall, Laura Pinkston, Dr. Kibbe, Sue Bradley and Mabel Kuss also were on hand at the start of the convention.

But most of the Oakland contingent waited until Saturday morning timing their arrival to join the chorus at Saturday's luncheon.

Here's hoping our singers acquitted themselves nobly when they warbled.

Mrs. McClenegan took Miss Escoffier, Mrs. Reiff, Mrs. Goodwin and Mabel Kuss in her machine while Miss Louise Booth had Blanche Stedman, Maude Hollis, and Miss Grace Gantt with her.

Dr. Shields is vacating in the Santa Cruz mountains and will go direct to San Jose. Likewise Mary Campbell who has been lately to Forest Inn.

Olive Bledsoe writes to the editor from Forest Glen, Trinity county, that she is having a wonderful vacation up there in the hills.

MANY THANKS!

Congratulations to the club members who have so very generously responded to the call of distress in Santa Barbara—Miss Kruger reports the sum of \$125.00 collected to date. This amount was immediately transferred to Mr. J. R. Knowland, chairman of the Oakland fund. Should there be any one else who still would like to help, Miss Kruger will not be averse to receiving a check from them. The sooner the better, however.

THE STENOG'S VACATION

My tPpust is on her vacatoin
My trpist's awah fpr a week
My typtud us inhwr vscarion
Wgile these damm keys ply hude
and seej.

Cjoras:

Oy,breng boxk, bting bzck,
Brung beej my b'Onnie tomy, to mr;
B(&ng b-ye,b7ng bicy
Bjing boyk m% belnio-o mx, oh
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ALL HANDS TO THE RESCUE!

An enemy attacks; and, as often happens, the enemy appears in the guise of a friend, in attractive garb, winning manners, and flattering attentions.

The place of attack, our roof garden; the center of attack, our beloved nasturtiums, coming up so bravely and sturdily in the late season, to give us as much of their glowing radiance as possible before the winter rains.

We noticed, first, the fresh leaves were perforated, just like a pepper-box, and in a few days, alas, no leaves at all, only bare stems sticking upright in mute protest, like the ruined battlefields of France.

But the enemy was not in sight, not even the tiniest slug. Mystery prevailed. Then Helen Artieda asked quietly, "Have you seen any white butterflies around?"

"Why, yes," was the quick reply; "we felt as tho we had a real garden when the butterflies found it."

"True, but the white butterfly has discriminating taste, and prefers nasturtiums and cabbages. It has laid its eggs on the nasturtium leaves, hatched them into tiny worms which have grown fat upon the walls of their homes, in time devouring them entirely, growing into big, luscious green cabbage worms, and crawling off to new gardens when yours no longer satisfies them."

So, all hands to the rescue! War is declared henceforth upon all white butterflies, and whenever the enemy is sighted the watchword is, "Avaunt! Skidoo! Shoo! Git!"

TICKLISH

"Let me see," she murmured, scribbling rapidly. "I want the sitting room papered, and I must have new electric shades for that room. The dining room is very shabby, too. I must have that papered and another carpet put down on the floor. The bath room needs new tiling, and I'd like a new kitchen range and a refrigerator."

"To whom are you writing, dear?" asked her husband, looking up from his newspaper.

"To our landlord," she replied. "I thought perhaps you were writing to Santa Claus," he observed.

The part of an auto that causes more accidents than any other is the nut that holds the steering-wheel.

A college professor had two razors, a big one and a little one. One day when he was shaving called to his small son:

"Johnny, this big razor is dull. Go get the baby razor."

Johnny went to the foot of the stairs. "Ma," he called, "Pa wants you."

TAKING NO CHANCES

The knot was tied, the pair was wed, And I, the smiling bridegroom, said Unto the preacher, "Shall I pay To you the usual fee today?"

"Or would you have me wait a year And then pay you three hundred clear

If I should find the marriage state As happy as I estimate?"

The preacher lost no time in thought; Study, to him, no trouble brought; There were no wrinkles on his brow; He said, "I'll take three dollars now."

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OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, September 21, 1925

Number Forty-four

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DINNER

SEPT. 24th, 1925. THURSDAY EVENING

6:15 Sharp

75 Cents per plate.

COLOR—OR YOUR LIFE!!

A STUDY TOWARD "HUMAN-IZING THE HOME" UNDER THE
GUIDANCE OF B. NORTHCOTT HELPH.

A Courtesy to Miss Saylor, Vice-President.

Parenthetically, Miss Otis, Chairman of program committee,
wishes reluctantly to state that Dr. Stanley's visit to the club
must be postponed for the present. A telegram from the Doctor
states that he has been called to the south for a professional
conference Will appear later.

Mr Helph really seems to be **different**—and as such let us
endeavor to appreciate him It is he, you remember, who first
termed our delightful club rooms a "Garden Room" in bidding
us to a series of two complementary studies giving proposal to
the principle pre-eminent in HUMANIZING THE HOME, next
Sunday and the Sunday after "at early candle light, indoors by
the wide-mouthed fireplace." And, too, when tea will be served
on the **Terrace** at 4:30—a truly poetical and interesting touch,
is it not?

Come to hear this man who is **different**. It is a safe guess
that we will not suffer from **ennui** but on the other hand will
be thrilled and delighted to hear more of **Color—or Your Life!**
a pretty compliment to our vice-president, Miss Ella Saylor.

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NOTICE

Will the *Philomels* come to
the club for dinner at 6:15 next
Friday night, September 25?
The meeting will be brief but
will be an important one. The
plate 50 cents.

Z. W. POTTER,
President.

OUR SPEAKERS AT SAN JOSE.

How proud we delegates were of the speakers on the state program from our own club. First let us mention the president's report: Mrs. Guber, looked the part as she stepped to the front and read her *resume* of the Oakland club activities in a firm, dignified and perfectly audible manner. (Unfortunately many reports missed being heard—*low voices, bad acoustics*). The report in question was not too long and yet the audience instantly became interested in our club and what we had been doing the past year. A vote of thanks to Mrs. Guber. Then if you could have heard Mrs. Esther Schneider give her talk on "*How we can best cooperate with the girls of our community*" you would again have swelled with pride that we had another bright woman to represent us. The room was noisy when Mrs. Schneider began, but at once the speaker launched into a story—it wasn't a minute until the room was "pin still"; then knowing the trick, Mrs. Schneider began a wonderful talk on her beloved subject of GIRLS. They heard every word of her impressive message and really wanted more when she stopped. The climax, perhaps of Oakland's participation in the convention was reached when Bird Wilson spoke to the inspiring subject: "Build On and Make Thy Castles High and Fair". Her sub-title was "A Club House—Its Purpose" and we all realize how fitted Miss Wilson is to talk to that subject. In a beautifully modulated voice Miss Wilson proceeded logically, emphasizing the purposes of a club home *to give permanence* to a business women's club and also *to lend power to it*. One can well imagine how these two phases were illuminated before her hearers as Miss Wilson proceeded. Needless to say our *club orator* made an excellent impression—one of the best speakers before the convention.

Mrs. George A. Rigg spoke on Friday evening to the subject: "The Business Women in Civic Affairs."

Incidentally the next state convention will be held in Hollywood next September with the Velada Club acting as hostess and other southern California clubs assisting. Why not begin right now to plan for the trip? And, also, why not think about Oakland for a meeting place in 1927?

Again, why not?

?? THE CORSE-TWIN ??

MRS. ELIZABETH GEIGER

PHONE MERRITT 499

ASK FOR DEMONSTRATION

THE SINGING LUNCHEON

The Oakland delegation to the convention returned in a very happy mood, over the election of Miss Potter to the office of Second Vice President of the State Federation, and in winning the prize in the Song Contest. (By the way, Zannette and Peter, what became of that huge box of candy?)

We are glad for the recognition of merit in electing Miss Potter, which was never more thoroughly appreciated by those of us who attended the convention, than at the Saturday luncheon, when she brought the large crowd to enthusiastic interest by her able direction of the singing, and her inspiring plea for more singing in our clubs, until we shall be known the world over, not only as business women, but as singing clubs. And by the volume of melodious sound that poured forth under the stimulus of her direction, we soon shall gain that title. No one would have dreamed that she was very ill that morning, and hardly able to appear.

One point especially which she emphasized is worth our further attention, namely, that much singing together makes for a splendid morale, a cohesion of interest, unity of thought, and general good will.

Some twenty-five or thirty clubs gave very clever club songs, our neighbors Berkeley and Richmond among the shining ones, while Oakland responded with a *new edition* of the Duck song, entitled "Tell it to the Ducks", costuming with the duck caps and capes to match.

There wasn't time to eat, the skits followed so fast and furious, and as the two song leaders, Miss Stahl from San Jose, and our own Miss Potter, stood together on the platform, one felt a radiation of power that could accomplish almost any task.

—B. M. W.

CLUB NOTES

Regards and best wishes for a speedy recovery to Miss Freda Smith who is in the hospital for a short time.

—O—

Mrs. Guber says there will be time next Thursday to hear from some of the SAN JOSE delegates report from their trip and of the convention in general. So be ready, delegates.

—O—

Mrs. Guber, our worthy president, will be "at home" in her new millinery shop next Saturday, September 26, at 740 Grand Ave. The new firm name, by the way, is GUBER AND MARSHALL. Congratulations to the daughter who seeks to follow in the footsteps of her talented mother in the clever art of hat making.

Yes, the club is invited and from all reports most of the membership will call some time during the day or evening.

—O—

Remember also that Berkeley celebrates her fourth birthday on this same Saturday evening with dinner and appropriate ceremonies at the Claremont Hotel beginning at 7 P. M. Should you care to participate register with Miss Clarke at the club.

Continued on page 4

HEAR
S. F. Chamber Music Society
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Louis Persinger, Director
Ring Z. W. Potter for season subscriptions
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CLUB NOTES—Continued.

The Santa Barbara campaign has fallen far short of its goal and all those interested are asked to renew activity in an effort to increase their donations. Are these those in the club who have not yet given and would like to do so? If so, kindly give this urgent matter consideration. Leave your check at the club with Miss Clarke—it will get to its proper destination at once. And kindly spread the word among those who would like to contribute.

A word of deserved praise should be extended to the San Jose Club who hostessed so charmingly and efficiently thruout the convention last week. These capable women were well organized and not a single thing was left undone for the comfort and happiness of every guest within their beautiful city's gates. The trip to Palo Alto, the *al fresco* luncheon out under the trees at Castilleja School will forever remain a pleasant memory; the escort of *gal-lant speed cops* all the way, the many surprises, the big banquet Saturday night and in fact the whole convention was a pronounced success enhanced by the *united service* of Miss Addie Coyle, the San Jose president, and her army of assistants. Many thanks! They surely *know how*.

The girls who won the big box of candy down at San Jose in the song contest are as follows: *Sopranos*, Ora Pennington, Maud Hollis, Esther Goodwin, Maud Petersen, Mabel Kuss, Louise Booth, Dr. Lillian Shields, Dr. Minora Kibbe, Mrs. F. E. Reiff, Victoria Escoffier, Ada Angel, Mary Campbell; *altos*, Josephine McClenegan, Blanche Stedman, Mrs. A. M. Jessen, Laura Pinkston, Carrie Hall, Bird Wilson and others.

And a funny thing is, no member of the chorus will ever get to taste the fine candy presented to them—what a pity, in a way. But the reason is this. The leader brought the box back to Oakland and with no possibility of seeing the girls very soon and needing a perfectly good box of candy to take out to the Livermore Hospital took it upon herself to "give the box away" to the patients there. If you could have witnessed the joy the box of sweets brought to a score or more fine fellows who are bed-ridden, you would all insist on going right back to San Jose for another winning. Eh? Am I not right?

Women have made a place in all walks of life, including marble shooting, and among the 63 all American boys, champions from 24 states, gathered at Atlantic City for the national tournament, there is one girl. The woman in the case is a 13-year-old who defeated 1,600 marble marvels in the Harrisburg district. Here's hoping she gives 'em all a run for their money.

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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, September 28, 1925

Number Forty-five

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LUNCHEON

THURSDAY, OCTOBER 1, 12:15 P. M.

BUSINESS MEETING

Mrs. Guber has saved our business meetings from *dullness* on many occasions—the next meeting will be no exception. There is much *to do, to plan, and to talk about.* This is *your club*, you have every right and full opportunity to suggest and to participate in all its business arrangements.

We will sing, too, and is that not enjoyable? The prize *chorus* will sing for you the songs they sang at San Jose and you will hear the new edition of our *Duck Song.* It is great! Let Miss Clarke know as to your reservation. The plate 60 cents.

COMING: *Mr. Leroy Goodrich* will be the speaker on October 8 at our usual dinner. *Miss Van Lobensels* will render the musical program. A double attraction—reserve accordingly.



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*The Business and Professional
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Jennie M. Hammond.....*House*
The Philomels.....*Music*
Carrie E. Hall.....*Membership*
Faye H. Otis.....*Program*
Anna Burr.....*Publicity*
Suzanne M. Chalmers.....*Reception*
Bird M. Wilson.....*Revision*

NOTICE

The P. O.'s yill meet with Miss Dora Cooley at her Danville home on Saturday, October 3rd, 1925. We will leave the Club rooms on 2 o'clock. Please phone Miss Kruger or Miss Eckles if you will attend, so autos can be arranged for.

Yours truly,
JESSE ECKLES,
Secretary.

THE CAPTIVE EAGLE PLEADS

Here I am behind iron bars in a dirty cage!

Why? To gratify the curiosity of a heartless throng—one that boasts of freedom, and denies it to me—the emblem of its country.

Of old, from my nest among the crags I saw the sun herald the break of day, and I watched him go down in a blaze of glory.

I played among the clouds that swept beneath the silent stars at night.

From dizzy heights I'd tumble a thousand feet backward, then straighten my wings and again airplane in a sensation glorious and exhilarating!

I sailed over green valleys and watched the silver-ribboned rivers wind their ways to that sea where life is rest. I skimmed over mountain peaks beyond earth's every shadow. Oh, those precious days of Freedom—that were my very being! my life!

I, Monarch of the air! I, King of birds!

Now, I have hardly room to flap my wing. My eye has lost its gleam, and my feathers their luster. I am lousy! I have lost hope. Still the crowds go by, indifferent; yet someone says, "What a magnificent bird! It's an outrage to keep an eagle a prisoner." Hope flutters in my breast, and I think that I may be freed. But no one understands, nor cares. All move on, and forget. My heart is breaking. I am slowly pinning away. Had I room to make a start, I would dash my brains against these iron bars and so end it all. Surely the Great Spirit must take account who holds me here! Come, Nirvana—take me tonight!

—Chas. J. Hodowal.

CLUB NOTES

Our Board of Directors meets Tuesday, October 6, with President Guber presiding.

—o—

Sympathy and best wishes extended to Mrs. McFeeley who is still on the sick list.

—o—

Mrs. Spencer of Alameda, is recovering from shock experienced in a distressing automobile accident last week. The new baby yas saved almost by a miracle too. No one fatally hurt.

—o—

Good news:—the cafeteria paid very well during the month of August. Keep up this record. Attend the daily luncheons yourself and tell your business friends about the "good eats".

—o—

You can't imagine how delightful! Mr. Helph's functions have been the past two Sundays. Our club rooms,

as lovely as they are, were literally transformed into a reception *salon*. Lovely drapes covered openings, a table here, another there, delightful bits of embroidery, bright colored silk, lent a proper atmosphere for a talk on "Humanizing the Home". Tea on the terrace was a delicious delight, and later, at candlelight, by the cheery fire—all gave something to the hour of friendliness that we have never enjoyed before.

—o—

The last dance given by the Holding Company under the auspices of the Philomels with Miss Alice Zwilling acting as chairman was an unqualified success from every standpoint. Despite many handicaps the largest crowd that was ever present at these dances enjoyed the evening thoroly. Wall flowers were signally absent, the dancing of the *Charleston* by Mr. and Mrs. Kurtz proved an interesting novelty. Miss Zwilling-

Continued on page 3

CLUB NOTES—Continued.

ger gave the dancers a brief insight into the intricacies of two other new dances the *Bombay* and the *Step-out* which are destined to become popular ball room features along with the *Charleston*.

Along this line Miss Zwillinger is preparing to open classes in our club on Monday or Tuesday night of each week in which these new dances will be taught along with the technique of the regular ball room dances now in vogue. Leave your name with Miss Clarke if you wish to be up-to-date in the latest steps and to rid yourself of an *inferiority-complex of self-consciousness*. You will find it as *easy as anything*—just a point of view, and a little practice. Fifty cents per person per lesson.

The Holding Company itself will give the next dance the entire Board of Directors acting as hostesses with Dr. Shields as chairman. The affair will be a *Hallowe'en party*, those who can appearing in costume, grotesque and otherwise, and a right good time promised to everyone. The date is October 30, get ready now. The number attending these dances seems to be increasing steadily—so if the ratio keeps up there will be a record capacity.

Did you hear many *oh's* and *ah's* at the last dance because of the dainty and exquisite decorations? Those *bird-reflectors* on the lights were *nightingales*, Mrs. Petersen will have, you know, another name for *Philomels*.

Many new club faces were seen at this last dance, among them Miss Kruger, Miss Saylor who managed the punch, Mrs. Bakewell, Dr. McGilvery and others. Wish Dr. Swauger would drop in occasionally—she always buys tickets.

And how fortunate we are to have Mr. Secombe acting as *master of ceremonies* for each of the dances. He makes no mistakes, is popular and certainly does things just perfectly.

Are you getting that costume ready for the Thanksgiving club event? This will be our second annual affair and the plans are already taking on an air of elaborateness. We will have a lovely turkey dinner, a very nice program, there will be judges and prizes again for the best costumes, the dancing of the *minuet*

and also dancing of the old-fashioned favorites of a few years back by everybody. Get out that satin bonnet and long-trained gown. You will need it in November.

It seemed as if more than half our club members attended Mrs. Guber's *opening* on Grand Ave. last Saturday. Her new place of business is lovely, the reception was charming and many beautiful chapeaux were in evidence. The club sent Mrs. Guber an exquisite floral offering.

The Philomel meeting Friday night proved a *scream*. Three initiates, Mabel Saylor Peterson, Alice Irwin and Mrs. Reiff were put thru the paces of "riding the goat" and *ride they did*. Jos. McClenegan and Blanche Stedman were the *torture pilots*. A lovely musical program was given by Alice Andrine accompanied by Ruth Hunt. The Philomels also outlined their Fall activities which promise loads of fun and hard work. They gave a minstrel show in December among other things.

The Juniors are giving a dance on Friday night, October 23. A lovely time always prevails at their functions. Miss Grace Maurer and Mrs. Alice Irwin are *advisors* to our Juniors this season. Laurie Thorne is their capable president.

The Philomels enjoyed a delightful picnic on Sunday, Sept. 27 at the beautiful country home of Carrie Hall at Pleasanton. More than thirty members attended and enjoyed a delightful spread furnished by Mrs. White, the efficient caterer.

The P. O. will enjoy a similar picnic next Saturday, Oct. 3, at the home of Miss Dora Cooley, near Danville.

The Philomel picnic somewhat interfered with a maximum attendance at the Berkeley club's birthday party Saturday night at the Claremont Hotel. However, best wishes and many happy returns of the day are hereby extended by the *HERALD*. Miss MacDonald, the new incoming president is a "girl of the right sort" and undoubtedly will enjoy a successful year. Among those who attended are, Vice-President Saylor and her sister Mrs. Petersen. Past-President Chalmers with Miss Clow, Bird Wilson and others.

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TICKLISH

"Yes," wrote the man who had acquired his education by working out crossword puzzles, "I gnu your mother when she was a little girl in short dresses."

The flapper's motto: Never put off till tomorrow what you can leave off today.

A purchasing agent was asked where he bought his typewriter ribbons. He replied: "I don't. I always buy her flowers."

Minister—"Who gives this woman away?"

Bride (menacingly) — "I'll shoot the first guy that speaks."

What this country needs is more chicken in chicken salad.

The canny Scot was not quite sure whether business might not keep him away from his evening meal.

"Jeannie, ma girl," said he to his wife ere he left home in the morning, "If I'm no able to be hame I'll ring up at six precisely. Dinna tak' the receiver off, and then I'll na hae nut n ma tuppence."

"I can't find words to express what I think of a pest like you," cried the angry old gentleman to the book agent.

"Then, sir, I have here the very thing you need. A new, complete dictionary, which contains just the word you want to express yourself in any situation—now used throughout the land by millions of cross word puzzle fans.—Robert D. Little, in "How to Sell."

A man in a hospital for mental cases sat fishing over a flower bed. A visitor approached, and, wishing to be affable, remarked:

"How many have you caught?"

"You're the ninth," was the reply.

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OFFICIAL PUBLICATION of the
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CALIFORNIA

Volume Two

Oakland, California, October 5, 1925

Number Forty-six

HARRY G. WILLIAMS

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Oakland 54

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Leisure is time for doing something useful; this leisure the diligent one will obtain, but the lazy one never, for a life of leisure and a life of laziness are two things.—*Franklin.*

DINNER

THURSDAY, OCTOBER 8, 1925

6:15 P. M.

The Plate 75 Cents

Speaker—**MR. LEROY GOODRICH**
Commissioner of Public Works

Subject—**THE OAKLAND HARBOR**

Mr. Goodrich will speak of a subject that is of interest to all and of which he is particularly well informed.

We are to have as our guests the presidents of the various service clubs.

Also, a very high class musical program will be forthcoming. Miss Lobansells, Holland pianist, and Mr. Efim Konoff, Russian tenor, will be heard at their best.

Here are incentives galore for early reservations—a record crowd should be in attendance. Bring your men-folks. They will be most welcome.

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NOTICE

The Philomels meet Friday
night, October 9, in the Garden
Room of the club at 6:15 as
usual. The guest of honor will
be John B. Craig, decorator
who has been a coming attrac-
tion for some time. His recent
brilliant achievement was the
decoration of the ball room at
the Fairmont during the Dia-
mond Jubilee and providing the
setting for their exquisite fash-
ion show. Each member is
entitled to one guest. Ring Lks.
6700 by Wednesday noon. A
big crowd expected.

September 30, 1925.

MISS ZANNETTE W. POTTER,
Editor HERALD.

DEAR MISS POTTER:

At the last meeting of the Juniors it was decided to start
a loan fund of about \$150.00. This was to be loaned to
girls who could not afford to go to Business College. The
fund must be repaid in installments beginning three months
after the girl has secured a position, thus creating a revolv-
ing fund.

We have started our fund with \$50.00 and hope to gain
our goal, in a short time, from the proceeds of our coming
affairs. This has been our aim for quite a while and we are
happy and proud that now we can begin to do something
worth while.

Our next meeting will be on Tuesday, October 6th,
followed by a social. Seniors are always welcomed.

Will you give this a notice in the HERALD, Miss Potter?
I would like the club and some of the Juniors who haven't
attended the meetings for some time, to know what we are
doing.

Thanking you for past favors, I remain,

Sincerely,

LAURIE THORNE.

President Junior B. P. W. Club.

ANENT OUR AUDITORIUM

Those of us who attended the first Chamber Music concert
last Monday night were enthralled. Mr. Helph's artistic
arrangement of the draperies and lighting effects gave just
a glimpse of the possibilities of our auditorium. Mr. Hecht,
founder and manager of the chamber music organization,
said it was a delight to play in such a setting, that many
time the acoustics were such that the musicians on the stage
could not hear the finer, higher notes. He pronounced ours
a delightful concert hall with good acoustics.

We are certainly proud to have Miss Potter bring so
delightful an attraction to our home. May it be an inspira-
tion to every club member to support the monthly dances
given by the Holding Company and other club events and
let us apply the profits to help buy our property and fur-
nishings and make of our auditorium a little gem in our
city Oakland.

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DEAR MISS POTTER:

Will you please express my appreciation and gratitude to the club members (thru the HERALD) for the beautiful basket of flowers sent me for my opening last Saturday and the many, many good wishes by the more than 150 club members who called during the day.

It is acts of this kind that makes this world a happy place to live in and I think that one of Edgar Guest's poems expresses my feelings most fittingly at this time.

The sunshine and blue sky are fine.

I'm thankful for the flowers, for they are truly gifts divine. To cheer this world of ours—

But flowers drop and skies turn gray,

And of the sunshine ends—

God's greatest blessings, so I say, are friends.

MARY BELLE GUBER.

GOOD NEWS

Alice Zwilling will open her dancing classes in the Garden Room of the club next Tuesday night, October 6, at 7:30 p. m. sharp. Not only will we have an opportunity of learning the newer dances like the Charleston, the Bombay, the step-out and the tango but there will be attention to the fox trot and the waltz as well as lessons in poise and grace in dancing.

Enroll with Z. W. Potter, business manager. The price is 50 cents per lesson, or six lessons for \$2.50. Make early arrangements as the number will be limited. Ring Lks. 6700 or leave word with Miss Clarke at the club.

Remember the date next *Tuesday night, October 6, at 7:30 sharp.*

CLUB NOTES

Mrs. Jessen represented Mrs. Guber at the Aviation luncheon recently.

Those who stayed away from the last business meeting missed it. Is not this usually the way for we had a surprise in store for all those who did come. Mr. Walter W. Strong, the food expert, made a fine talk on the *four fundamentals of eating* and the ladies felt amply repaid for coming out to a regular business meeting. Excerpt from his talk will be given in the next issue of the HERALD. Please find enclosed with this week's HERALD a pamphlet bearing on the subject which will be found profitable and interesting in its perusal.

At the twentieth anniversary of Mrs. Ihrig's wedding celebration held in our club building, she has the following to say in a letter to the editor:

DEAR MISS POTTER—

I would like all the ladies to know how reasonable and efficient a party can be enjoyed at our own club house. All my guests marveled at the delicious menu served so perfectly. I never heard the click of a dish; I felt as if I were in fairyland with a million little elves at my beck and call. I am most grateful to Mrs. Nattinger and wish to point out to the club what a Jewel they have in her. Ladies, please make more use of this wonderful opportunity.

ANNA IHRIG.

What a wonderful hostess Mrs. Hall made at her beautiful country home last week when more than

Continued on page 4

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CLUB NOTES—Continued.

thirty Philomels and their friends held a delightful picnic there. This week the P. O.'s held a similar function at the Dora Colley country home near Danville. The editor was there as an invited guest—and joyfully pronounces that she had *some* time. Thanks to that *peppy bunch*.

Miss Alice Arline, who sang so delightfully for the Philomels last Friday night wrote to the chairman in part as follows:

"My evening with you on Friday has made me feel the Business & Professional Women's Club, especially the Philomel section, is composed of fine, purposeful women with a conscientious motive for public good. I was happy to be present. etc."

Our Duck chorus were guests of honor on Ladies' Day at the Lions' Club last week and besides singing several songs rendered our new duck effusion. It *went over* so they say. Guess it made a hit if applause counted for anything.

Those who had the courage to don our duck gird—caps and all—and sing for the gentlemen included Mary B. Guber, Sue Bradley, Esther Goodwin, Carrie Hall, Mrs. A. M. Jessen, Mabel Kuss, Grace Maurer, Josephine McClenegan, Mrs. L. Pinkston, Jeannette Saunders, Maude Petersen, Bird Wilson, Frances Reiff, Dr. Gorsso, Zannette W. Potter with Miss Blake at the piano.



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BUSINESS WOMENS HERALD



OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, October 12, 1925

Number Forty-seven

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Man is like a tack—useful if he has a good head on him and pointed in the right direction; but even though he is driven he can go only so far as his head will let him.

LUNCHEON

Thursday, October 15, 1925

12:12 SHARP

The Plate 65 Cents

THE INNOVATION STARTS! We are to hear from our own club members. Miss Hermine Kruger and Mrs. Edith Bakewell are to tell the funniest story they heard; Mabel Kuss will tell another angle of her trip East this summer; Helen Artieda will talk to the subject of public welfare work, and Miss Grace Rubiolo has a big surprise for she is bringing Miss Mabel Rich of the Victor Talking Machine company with her and to give an exhibition of the new invention, the Orthophonic Victrola. This is a machine not yet on the market having been presented only to an assembly of noted artists.

Fun galore on *Club Day*. Guests are welcome.

Music, too!

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interests of the Business and
Professional Women's Club

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Club House, 1608 Webster St.,
Oakland. Tel. Oakland 1470

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Ella Saylor.....Vice-President
Esther Goodwin.....Rec. Secretary
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Residence Oakland 1604

THE SIGNIFICANCE OF OUR ORGANIZATION

Not all of us take the INDEPENDENT WOMAN nor do we find time always to read some of the best articles therein, but on page 14 of the October issue there is a study by Florence Allen, Supreme Court Justice of Columbus, Ohio, called A NEW DECLARATION OF INDEPENDENCE which will prove most helpful and inspiring to those interested in furthering the legislative program of women. Follows the first two paragraphs of Judge Allen's splendid address which should whet the appetite and lead us to our book corner in the directors' room, seek out our national sheet and finish the article in question:

This is not merely a group of self-supporting women. It is a group of self-supporting women, of women who do work so useful that they force the world to pay them for it. It is a group of self-supporting women, but it is more than that. It is a sisterhood. And so it comes that although every one of our hearts necessarily beats faster when we cross the borders of our own state, yet we find homeland from the East to the West, from the North to the South; everywhere this sisterhood has gone, there is friendship and companionship and home. My friends, that is because we have done something ourselves that women never had a chance to do before. We occupy a position today which women never will occupy after our generation. We hold a unique place. We have a unique comradeship, and if we understand our situation, we will erect unique ideals; we will send forth unique utterances to the world of which we are a part.

It is for that reason that we say not merely "business women in a business world," but "Better Business Women in a Better Business World." It is because the urge within us was not merely to go out and earn a daily wage, but somehow to develop ourselves and grow to our fullest capacity, just as a plant grows, irrespective of sex, because we had this broader urge, because we could not live without endeavoring to be free. That is the thing which makes this group significant, and that is the thing which makes our responsibility greater.

THEATRE PARTIES

There being no corner on the once-a-month plan of club activities —The Livewires (otherwise The Activities Committee) hereby announce two Theatre Parties to take place in November and December of this year.

The first will be on Tuesday night, November 24—a real Thanksgiving event at the Fulton Theatre. The play will be *The Haunted House* in all probability. This depends on how long *Best People* continues to run but in either case the play assures a wonderful evening. The Haunted House is the funniest of all mystery plays in which Wallace Eddinger starred in New York. It is said to be as thrilling as "The Bat" and funnier than any farce you ever saw. It kept New York laughing for six months and undoubtedly will enjoy an extensive run in Oakland.

Tickets will be out soon. Secure them of Miss Clarke. Price \$1.00 plus tax. Redeem them at the Fulton on or after Nov. 18.

The second theatre party will be at the Auditorium Opera House on December 28 with *No, No, Nanette* as the attraction.

Plan to support these events, the proceeds from which will revert entirely to the club exchequer.



Bessie Wood Gustason
(Bessie J. Wood)
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Phone Lakeside 49

THE GRIM REAPER

Again has invaded the ranks of our membership and took from our midst.

MRS. AGNES McFEELEY

who obeyed the summons on Thursday of last week, October 8, leaving a brother and sister as well as many friends to mourn her loss.

Mrs. McFeeley was a loyal club member and active on several committees at the time of her passing.

Funeral Monday, at 2:30 from Monohan's.

AMONG OURSELVES

Miss Otis of the program committee has secured Mrs. Parker Maddux who recently attend the Pacific Relations Conference in Honolulu to speak at the next dinner of October 22. Fortunate we are—so make early reservations with Miss Clarke.

—O—

And now we have *The Sunset Room* up attic way. And by the way it is coming in for a bit of necessary remodelling and that will mean another lecture hall to rent. We need more room all the time—we can thank kind fortune for psychologists these days—they help us pay the fiddler and their followers appreciate a down-town hall.

—O—

Don't forget the next dance on Friday night, October 30. Only 50c.

—O—

My such enthusiastic reports about Mrs. Guber's party. In other words the Board of Directors had a meeting at Mrs. Guber's home last Tuesday evening which proved a delightful social gathering. After the usual business was disposed of a bounteous spread was set and enjoyed to the full by the following guests: Besides Mrs. Guber there were Ella Saylor, Esther Goodwin, Edith M. Bakewell, Claudine Detoy, Mabel Kuss, Mary M. Campbell, Suzanne M. Chalmers, Bessie G. Whitaker, and Bird M. Wilson.

—O—

Meanwhile at the club rooms several meetings were in progress—none more enjoyable, however, than the initial effort of some 25 members and their friends to master the intricacies of the *charleston* under the direction of Alice Zwilling, our own dancing instructor. Every body was elated over the success of the maiden venture and are eagerly awaiting next Tuesday night for their second lesson which begins promptly at 7:30 sharp. Among

those seen at the first dancing party were:

Elizabeth MacGibbon, Dr. Lillian Shields, Eunice Pritchard, Grace and Minnie Rubiolo, Mr. and Mrs. Viganego, Fred Hodkin and wife, Camilla Clarke, Mr. and Mrs. Charles Barndollar, Mrs. A. M. Jessen, Frances Reiff, Josephine McClenegan, Sue Bradley, Marion Thomas, Mrs. Rossiter, Elizabeth Montgomery, Mrs. Alice Irwin, Miss Glover, Grace Maurer, Dr. Ella McGilvery, Maude Petersen, Miss Wilkie, Anne Aljean, Miss Hunt, Miss Price, Zannette Potter and others.

—O—

There is still room for a few more. The price is 6 lessons for \$2.50, or 50 cents single lesson. Cheap enough at twice the price. Remember the fox trot is exposed first next lesson. Be there on the dot—7:30, Tuesday, Oct. 13.

—O—

The Board are thinking of fining Bessie Wood Gustason for being the only one absent from their meeting at President Guber's last Tuesday night.

—O—

Guess you haven't noticed that new piano purchased by Mrs. McClenegan and already installed in the Garden Room of the club. It is a gift from our late Mrs. Schertzer who left sufficient funds wherewith to purchase same and which amount was duly presented to the club by her one surviving son. Bless the spirit of such a gift and thank Mr. Schertzer for carrying out his mother's wishes in the matter.

—O—

What a delight our musical program was last Thursday night when Miss Van Loben Sels, talented Holland pianist, played the Chopin numbers so beautifully and hearing Efrim Konoff, the Russian tenor, was a delight beyond measure. These artists came in compliment to Mrs. Guber and we thank them. It was a rare treat.



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IN THE WRONG PEW

She wandered into the club last week, ascended the stairs into the dining room and sank into a chair at one of the yellow tables. Nonchalantly crossing her silk-clad knee she addressed Mrs. Butterfield with: "Any cigarettes?" Horrified Mrs. B. managed to stammer thru her astonishment "We don't sell them here." That was enough—down the stair she fled somewhat in disdain—*evidently in the wrong pew.*

TICKLISH

Abner, the farmhand, was complaining to a neighbor that the wife was "too close for anything." "This morning," he said, "she asked me, 'Abner, do you know how many pancakes you have et this morning?' I told her I didn't have no occasion ot count 'em, 'Well,' says she, 'that last one was the twenty-sixth.' And it made me so mad I jest got up from the table and went to work without my breakfast."

Even in these dull times, the junk man says his business is picking up.

"With all due deference, my boy, I really think our English custom at the telephone is better than saying 'Hello! as you do."

"What do you say in England?"
"We say: 'Are you there?' Then, of course, if you are not there, there is no use in going on with the conversation."

A Mormon once argued polygamy with Mark Twain, and insisted that polygamy was moral and defied Twain to cite any passages of Scripture that forbade the practice. "Well," said the humorist, "How about that passage that tells us no man can serve two masters?"

You can't blame a married man for counting his pennies. They're all he has.

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CALIFORNIA

Volume Two

Oakland, California, October 19, 1925

Number Forty-eight

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DINNER

Thursday, October 22, 1925

6:15 SHARP

The Plate 75 Cents

Speaker, MRS. PARKER S. MADDUX.

President Republican Women's Federation, Northern Division of California and Member of City Planning Commission of San Francisco. Also one of two delegates to Honolulu from continental United States, to the Institute of Pacific Relations.

Subject:—The Institute of Pacific Relations—What Was Done There.

Music.

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ANNIVERSARY DINNER

First Birthday in our new club building
To be celebrated Thursday night, November 19.
in club auditorium

A Turkey Dinner — the plate \$1.25

Mrs. Guber is practically ready to announce the committees that will have all the details in charge for this forthcoming club event. The affair will undoubtedly be the outstanding social event of our club life within the year. The invitation will say *formal* which means *look your prettiest*; the menu will be the choicest possible; the program unusual in variety and kind; there will be an orchestra and music for dancing at the close of the festivities. And, too, an array of honor guests, including several city officials, the presidents of various service clubs, and state officers of our own organization. One surprise after another will be the order of the evening—last, but not least the hall will be decorated to dazzle the eye, the table appointments exquisite, etc., etc., etc., etc.

REGISTER NOW

With Miss Clarke for the two THEATER PARTIES and the ANNIVERSARY DINNER. Nothing like getting your reservations recorded. Miss Clarke will even buy your tickets for you at the Fulton if you will pay her in full for the number of tickets you wish. In this way the club members may be seated in one section—otherwise one may be unable to secure desirable seats at all. Remember if “BEST PEOPLE” is still playing, well and good and better still if “THE HAUNTED HOUSE” is on, all the better—so there you are. Tickets only one dollar. DO IT NOW.

LET US HAVE A HARBOR.

Too bad Mr. Goodrich's splendid exposition of the Harbor, and what it will mean to Oakland was not reported in detail for the Herald. Some one who takes short hand should be on the job at every meeting. Mr. Goodrich is a clear and forceful speaker and the ladies were enthusiastic in their response and appreciation of his talk last Thursday night.



Bessie Wood Gustason
(Bessie J. Wood)
A Woman Undertaker
2850 Telegraph Ave.
Phone Lakeside 49

GREETING

Kind friends place your name on the page here
In mem'ry of hours with us spent,
We trust they have been happy moments.

Nor idle, nor wasted, you've lent.
As your names have a place on these pages

In the future we'll oft scan them o'er,

Recalling the hours or the moments
When as guests you have entered our door.

As our paths lead us onward and upward

Each striving some service to give,
We know that united we're stronger
As helping the weaker we live.

So friends, as you're leaving the portals

Of our club rooms, to members so dear,

Our blessings take with you in parting.

Thrice welcome, God bless you, good cheer.

(To be found in Dr. Moreland's guest book)

AMONG OURSELVES

Those beautiful dahlias and chrysanthemums which Mrs. Petersen used last Thursday for decoration came from E. J. Hackett's grower 2046 Antonio Ave., Alameda. Phone Ala. 2260-J. When in need of lovely flowers which you will find very reasonably priced.

Any one interested in a class of creative design given by Miss McCall in connection with the Univ. Extension in the evening call Lks. 9009. It will be necessary to have 15 for the class.

A beautiful gift from Dr. Cassie C. Moreland was graciously presented to the club by president Guber last Thursday. The gift in question is a handsome visitors' record bound in black leather and engraved with gold lettering. A very welcome and useful gift—now our many callers may be duly recorded. Thanks to Dr. Moreland for her generous thought and timely offering. Already we have the names of guests from Toledo, Ohio. The beautiful poem accompanying the gift is to be found elsewhere in the HERALD.

Do you city ladies know weeds when you see them? Then *lend a hand* out on our sun porch. There are weeds galore in the flower boxes that need attention.

The Robert Land Radio Co. of 414 14th St., a neighbor of ours, was kind last week in lending stage lights etc., for use on evening of Oct. 12 in our auditorium. Visit his shop as you pass down town.

Our president, Mrs. Guber, was a guest of honor at the recent dinner given by the Board of Directors of the Rotary Club in honor of the Fulton Playhouse and its players which event took place last Monday night at the Hotel Oakland. The affair was quite elaborate complimenting the pioneer play house of Franklin street and very happy felicitations were extended by various members of those who were hosts and those who were guests. Of course Mrs. Guber responded fittingly.

J. McClenegan represented Mrs. Guber at the harbor luncheon last Monday.

The Philomels have had two most interesting meetings lately, one on Friday night, October 9, with John Craig as guest of honor and another last Saturday night when definite plans were made for their forthcoming minstrel show to take place some time in December. More than thirty of the girls will be in black face when they will regale their friends in song and dance. Every feature of the oldtime darky minstrel will be incorporated even to the cake walk and of course there will be the Charleston, the clog and other stunts.

THE SENIORS' DANCE OF OCTOBER 30

Will every member help to make our First Hallowe'en Party in our new Building long to be remembered.

There will be a four piece orchestra for the dance in the Auditorium and a special feature given by the juvenile section of Miss Alice Zwilling's dancing class.

In the Garden room there will be a card party under the direction of Mrs. Carrie E. Kennedy and Miss H. L. Kruger.

EXTRAS—Fortune Tellers—Those wearing masks and costumes will lend color to the occasion as they mingle with those who are not in costume.

Bring your friends and enjoy the fun.
LILLIAN SHIELDS.



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ship be tied with a knot of love,
And the cords which we hold secure
in our hearts be stretched to
your home above;*

*May the sound of the gavel bring
memories of one, who was al-
ways with us to respond;*

*And may you find peace and rest for-
e'er, in your Home in the great
Beyond.*

*In memory to our dear friend
Agnes McFeeley
By M. M.*

—O—

THE JUNIORS SAY

Come to the Hallowe'en Dance
given by Junior Section of the Club.
Wouldn't it be grand, if we could
leave this land,

On the Eve of Hallowe'en,
And take a trip with a Spook and
a Witch

And see what there is to be
seen;

Now at the door of the B. P. W. C.
Hall.

Is a Goblin who will show you
the way.

So come with a smile, and plan to
be gay for a while;

And join in the fun of the day.
OCTOBER 23, 1925

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—O—

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—O—

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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, October 26, 1925

Number Forty-nine

Phone Oakland 4955

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LUNCHEON

THURSDAY, OCTOBER 29, 1925

12:15 Sharp

SPEAKER: MISS JANE ISABEL CURTIS

Librarian of the Alden Branch
Oakland Free Library

SUBJECT: How Business Women Make Use of the Library

Miss Curtis is a progressive, wide-awake woman who has traveled extensively and has observed widely in such manner as to translate her varied experiences with interest and delight to her audiences.

Hers will be a new message of the practical use of our free library system. Leave word with Miss Clarke at once as to your reservations.

The PLATE 65 Cents.

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Edith M. Bakewell.....Corres. Sec'y
Claudine Detoy.....Treasurer
Mabel Kuss.....Auditor

BE REMINDED

Of the luncheon of the
Guidance and Placement
Council to be held at the
Athens Club, Friday noon,
October 30th, at 12:15 sharp.

Nicholas Ricciardi, Com-
missioner of Vocational Edu-
cation of California will
speak to the subject of
"Boys and Girls—Are We
Heading Them Right."

The price \$1.00. Secure
tickets from Carrie Hall or
Zannette Potter.

NOTICE

THE PHILOMELS WILL
MEET SATURDAY NIGHT,
October 31, in THE GAR-
DEN ROOM OF THE CLUB
FOR DINNER AT 6:15. IM-
PORTANT REHEARSAL
TO TAKE PLACE LATER
in preparation for the forth-
coming minstrel show. FULL
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SARY. PHONE LKS. 6700
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otherwise Mrs. Nattinger will
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LEST WE FORGET

When the news of the Armistice came we tramped the streets all night, shouting and cheering, rang all the church bells, blew the whistles, made the sirens shriek, and in every way made known our joy. In the years since then we have said, "There must be no more war". Yet when the news came a few days ago of the "Security Pact" made at the quiet village of Locarno, which virtually made further wars in Europe impossible, it ranked second to the baseball news in our newspapers, and we merely glanced at it and said "That's good", and turned to something more exciting.

But let us indulge in a real thrill over the news that France, Germany, and Belgium have agreed not to make war on one another, and that England and Italy stand back of them in that agreement; and further, that all disagreements shall in future be submitted to arbitration, or brought before the League of Nations, and that Germany shall join the League.

There is also an arbitration treaty with Czecho-Slovakia and Germany. Now if Russia can show a sufficiently stable government for the other countries to recognize, and then will join in a similar Security Pact (as her people would undoubtedly wish to do), the only place on the globe remaining warlike would be in Asia, China and Japan. And with such outstanding examples in Europe, and the notable position of our own country with regard to war, those two countries would be glad to follow, and find other ways than fighting for the settlement of disputes, without doubt.

So let us rejoice for the Locarno agreement, as a herald of that peace on earth for which we have long prayed.

—(Contributed)



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**ANNOUNCING THE COMMITTEES
FOR OUR FIRST ANNIVERSARY DINNER
NOVEMBER 19, 1925
Thursday Evening, 7 P. M.
THE PLATE \$1.25**

Mrs. Guber, the president, announces the following committees for the first anniversary dinner to take place on Thursday night, November 19, one week previous to Thanksgiving.

Miss Clarke will appreciate early reservations—no doubt plates will be at a premium for this notable club event—so make them now.

Guests will be permitted and places will positively be reserved for you as you wish them—this privilege can be guaranteed.

RECEPTION:

*Suzanne Chalmers
Bessie Wood Gustason
Gladys Lent Barndollar
Alice T. Burnell
Elizabeth MacGibbon
Ella Saylor
Addie M. Jessen
Josephine McClenegan
Dr. Lillian Shields
Hermine Kruger
Jeannette W. Potter
Dr. Cassie Moreland
Dr. Maud Carter
Anne Ryan
Mrs. Belknap*

TABLE DECORATIONS:

*Elsie Beaumont
Anna Burr
Janet Sowles
Marion McElrath
Louise Scarper*

JUNIORS:

*Laurie Thorne
Harriett Bakewell
Robie Irwin*

HOSTESSES:

*Carrie Kennedy
Dora Cooley
Josephine Swan White
Mary Barmby
Alice Brookman
Mrs. C. H. Seccombe
Dr. Luella Swauger
Carrie Hall
Helena Gamble
Maybel Saylor Peterson
Bird Wilson*

DECORATIONS:

*Maud Petersen
Mildred Latimer*

INVITATIONS:

Edith Bakewell

CHIEF ANNOUNCER:

Ida May Bradley

TABLE APPOINTMENTS:

*Jennie Hammond
Esther Goodwin
Mary M. Campbell
Camilla Clarke*

WE DANCE

Remember the Hallowe'en Dance and Card Party, Friday evening, Oct. 30. On the mezzanine floor, Miss Eugenia Rabbis, character analyst, will give you a reading for fifty cents. In the Garden Room, the Fortune Teller will reveal your future for twenty-five cents.

Attention! — Members selling tickets, kindly write the name of the person across the end on the back of the ticket and your name below and the word **PAID** if you are responsible for the fifty cents admission.

Individuals presenting tickets at the door will be asked to pay fifty cents unless it is marked paid with the name of the person selling the ticket.

AMONG OURSELVES

The Junior Dance last Friday night was a pronounced success with elves and goblins and youth and gaiety—'twas indeed a merry frolic and all had a wonderful time.

—o—

And now all ready for the senior dance of October 30, just one week later. Once a week is not too often to enjoy a good dance, so plan to come. The ticket only 50 cents.

—o—

Speaking of dancing, the *Charles-tonites* are getting along splendidly under Alice Zwillinger's expert tutelage every Tuesday night. The room is almost full and every member of the group gets more than value received. Join any time—six lessons

for \$2.50. The class continues uninterruptedly until December 22. If one misses an evening it can be made up. Register now for the new term. 50 cents for single lessons.

—o—

The next business meeting takes place as usual the first Thursday of November which falls on the 5th. But on that same evening there will be a treat extraordinary in store for all club members and their friends. The attraction is MISS ELEANOR SHAW who will give a concert in our main hall on that evening. Hers will be a costume concert representing three periods in the history of song to be illustrated with the Duo-Art, the compliments of the Aeolian Company. **AND THIS CONCERT IS FREE.** All most cordially invited. Tell your friends.

—o—

Are you registering with Miss Clarke for our two forthcoming theater parties? Better hurry! Remember the first is at the Fulton on Tuesday night, November 24 with either *Best People* or *The Haunted House* as the attraction and the second one at the Auditorium Theater on December 28 with *No, No, Nannette* as the drawing card. For the latter one can purchase seats from \$2.50 down to \$1.00. Most of us shall buy the regular \$1.00 seats which happen to be located in the second balcony—a wonderful place to witness musical comedy from.

—o—

**ARE YOU REGISTERED?
SHALL YOU VOTE ON NOVEMBER 10? THEN VOTE FOR THE HARBOR BONDS.**

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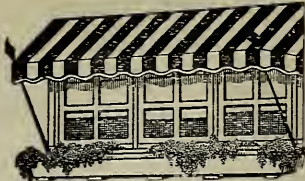
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THE PHILOMEL JAUNT
 of Sunday last was indeed a banner
 event when more than thirty *Philomels*
 journeyed to the home of Dr.
 Grosso, 265 Chestnut Street, San
 Francisco, where a typical Italian
 dinner was thoroughly enjoyed, the
 culinary handiwork of Dr. Grosso's
 mother. Jollity reigned supreme, a
 beautiful view of the bay from Tele-
 graph Hill was a feature of the pro-
 gram and a visit to the Art Gallery
 in the Spreckels Memorial Building
 in Lincoln Park was *une joie extra-
 ordinaire*. Groups stayed over and
 made up several theater parties for
 the evening, thus spending a varied
 and most interesting day.

Last Friday night the Philomels
 elected the following officers for the
 ensuing year: Zannette W. Potter,
 president; Dr. Lillian Shields, first
 vice; Maud Petersen, second vice;
 Jeannette Saunders, corres. sec'y;
 Jeannette Saunders, corres. sec'y,
 Victoria Escoffier, treasurer; Dr.
 Henrietta Grosso and Mabel Saylor
 Peterson custodians of the can. Mrs.
 McClenegan remains chief *prime
 executioner*, in other words *prime
 initiator*. The membership consists
 of some forty-five club members now
 engrossed in preparation of a high
 class minstrel show to take place
 some time in December.

The following *Phils* made the bay
 trip with a few family additions:

Mrs. M. B. Guber, Miss Ella Saylor,
 Mabel S. Peterson, Carrie Hall,
 Mrs. Alice Irwin and daughter,
 Robie, Mrs. Ada Angel, Mabel
 Little, Vic. Escoffier, Joe. McClenegan,
 Sue Bradley, A. M. Jessen, Dr.
 Shields, Laura Pinkston, Mr. and
 Mrs. Viganego, Alice Kirkland, Mrs.
 Esther Goodwin and daughter, Mildred,
 Louise Booth, Grace Maurer,
 Bird Wilson, Mr. and Mrs. C. H.
 Seecombe, Mr. and Mrs. Saunders,
 Anna Burr, Camilla Clarke, Mrs. J.
 Graham, Louise Scarper, Dr. Grosso,
 Mr. and Mrs. William La Croix and
 Z. W. Potter.



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OFFICIAL PUBLICATION of the
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OAKLAND

CALIFORNIA

Volume Two

Oakland, California, November 2, 1925

Number Fifty

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LUNCHEON—BUSINESS MEETING

Thursday Noon, 12:15., p. m. November 5, the Plate 65c

Mrs. Guber announces that several important matters will come up for club consideration which will necessitate the members being present. Plan to be there. No longer are our business meetings dull affairs—far from it. There are surprises all along the way. Register now with the Executive Secretary..

Thursday Evening, November 5, at 8:30 p. m. club members and their friends are invited to gather in the club auditorium for an evening of rare entertainment. **THIS CONCERT IS FREE AND OPEN TO THE PUBLIC** and made possible thru the courtesy of the Aeolian Company featuring the wonderful DUO-ART reproducing piano.

Eleanor Shaw, a gifted musician who has concertized on her own account, for the past four seasons has delighted audiences in all parts of the United States with a variety of colorful programs in connection with this marvelous modern instrument. Miss Shaw is splendidly equipped for this work combining a rare musical temperament with the best musical education that Europe could give to any one. She herself has planned the program we will hear which will include Juanita Tennyson, a favorite California soprano as assisting artist.

Don't miss this opportunity to spend a delightful evening and begin now to let your friends know about it. Our auditorium should be packed.



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Ella Saylor.....*Vice-President*
Esther Goodwin.....*Rec. Secretary*
Edith M. Bakewell.....*Corres. Sec'y*
Claudine Detoy.....*Treasurer*
Mabel Kuss.....*Auditor*

PAST-OFFICERS SECTION

An important business and social meeting of the P.O.'s will be held at the home of Dr. Minora Kibbe, 1805 Fruitvale Ave., Oakland, on Monday, Nov. 2, 1925. Dinner is at 6 o'clock. Please phone Dr. Kibbe's home if you cannot be present, as we are counting on a full attendance.

HERMINE L. KRUGER,
Chairman.

DORA B. COOLEY Shorthand Reporter Notary

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MRS. MADDUX' TALK

The program on last Thursday evening touched one of the very highest points yet reached in the life of the club. Space is not available for a full report; the HERALD does not aim to furnish after-reports of our programs, but merely to announce them in advance, and advise our members of their character. This meeting was so outstanding, however, that it compels further notice.

First, Mr. Robertson brought forth laughter with his delicious stories, then quickly touching a deeper chord with his beautiful philosophy.

Then, Mrs. Maddux gave us so much information concerning the conference at Honolulu last July, between representatives from all the nations bordering the Pacific, that one felt as tho a personal visit had been made. In her direct, logical, condensed and charming manner she told us of the heart-to-heart talks, where with perfect frankness each delegation told its troubles; of the self-sufficiency of New Zealand, the almost sufficiency of Australia, the bitterness of the Filipinos at first, and their complete winning over to friendliness and resolve to commence home missionary work after the inspiring example of Jimmy Yen in China. That is a story by itself, to take an entire evening. She told of the real feeling in Japan and China disclosed to those delegates, shorn of all platitudinous diplomacy.

The people around the Pacific know each other better now, and will meet again in two years for another heart-to-heart talk. In these frank, open-minded, face-to-face talks lies the greatest hope and promise of world peace, and the message she brings home is that our country must be very, very careful to use its great power wisely, for the betterment of the world; it has the greatest power, and the greatest obligation.

—Contributed.



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LET THIS CLUB CALENDAR HELP YOU

THURSDAY, November 5, Luncheon—Business Meeting. Garden Room.

THURSDAY EVENING, November 5, FREE CONCERT
Club Auditorium. Eleanor Shaw and Mrs. Tennyson.

THURSDAY, November 12, Dinner in Auditorium
Mrs. S. S. Ripley, speaker.

FRIDAY NIGHT, November 13, Holding Co. Dance.
Given by P. O. Section.

THURSDAY, November 19, 6:45 P.M. ANNIVERSARY DINNER OF CLUB. Auditorium.

TUESDAY NIGHT, November 24. THEATER PARTY,
at the Fulton.

FRIDAY NIGHT, November 27, Card Party, direction
Holding Co. (tentative)

WEDNESDAY NIGHT, December 2. Philomels give
hour's program over KLX

FRIDAY NIGHT, December 11, Holding Company
Dance, Auditorium.

SATURDAY NIGHT, December 19. MINSTREL
SHOW by PHILOMELS. Auditorium.

MONDAY NIGHT, December 28, THEATER PARTY.
No, No Nannette—Auditorium Opera House.

SUNDAY, JANUARY 3. Club Tea and Talk by
B. Northcutt Helph. 4 P. M.

PAID YOUR DUES?

Article IV, Sec. 1. of our constitution says:

Dues shall be \$15.00 for fiscal year from March 1 to March 1, payable semi-annually in *advance*. This sum shall include national and state federation dues.

Article IV, Sec. 3 further says:

Any member whose dues shall be unpaid for 30 days after the same has become due shall be declared delinquent and shall not be entitled to vote. If such delinquent dues are not paid within 10 days thereafter she shall be dropped from membership provided that notice shall have been sent to her notifying her of her delinquency as provided in this section.

Such member may be re-instated by payment of regular dues.

Now ladies this is a serious matter. How many of you are really delinquent, that is, have not sent in your dues which became due on September 6? The four weeks allotted to you have passed and gone and Miss Clarke has notified you—then it is *up to you*. You helped to make our constitution and by-laws, and you are a law-abiding citizen, are you not? Shall this loyalty be applied to your club organization as well as to your place in the state or nation. *Loyalty* like *charity* should begin at home. In your own club, if you will?

Send it your check at once. Delay may mean embarrassment all 'round.



Eleanor Shaw, who will be seen and heard
in a costume recital in our Auditorium, Thursday Night, Nov. 5.
Admission Free.

CLUB NOTES

Helena Gamble has taken the chairmanship of the December "belles" and is calling a meeting of all club members born with the right to wear the turquoise as their birth stone for next Tuesday noon, November 10th, at the luncheon period. Will all Decemberites take their tray and meet in the Directors' room promptly at 12:15. Be prompt—there is much to do—Mrs. Gamble wishes to put over a good December program. We need every body—all are expected to contribute financially—why not participate in the plans?

—o—

Have you yet invited that friend to accompany you to the **FREE CONCERT** in the club auditorium next Thursday night, November 5th, at 8:30 o'clock? You will be royally entertained. Miss Shaw will present a charming program and will be most ably assisted by Juanita Tennyson, soprano soloist, whom we all heard in San Jose at the state convention.

—o—

Registering with Miss Clarke for the various club activities? It will be extremely wise to get your reservations in early and before doing so consult the club calendar in this issue of the **HERALD**—it may help you in arranging your own social calendar the better.



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CLUB NOTES—Continued.

Elsewhere an article tells of Mrs. Maddux's talk before the club recently. And now we are promised her again when she will tell us about China where she once lived. This is a tempting announcement offered by Miss Otis of the program committee which undoubtedly result in a capacity attendance. Date later.

The very next real treat however, is the promise of having Mrs. S. S. Ripley, president of the Contra Costa Co. Federated Women's Clubs with us on Thursday, November 12, for the club dinner. Alice Osburn of same club is bringing an array of talent bearing on the speaker's subject of *American Samoa*, including native songs, pictures, etc.

The *Charleston* is being conquered by the Tuesday nighters and most of the crowd are arranging to take the second course which begins next week and ends December 22. Never has the club indulged in so popular a divertissement as this dancing class has proved to be. And we all surely need the exercise.

Query? How was it that Mrs. Jessen became so popular with the taxi drivers last Sunday when the *Phils* journeyed *steen* miles in various *yellow*s in and about all over San Francisco town. At any rate she made a tip-top *generalissimo* and we all needed a manager.

Mrs. Lois Stephens of the Yellow Lantern is again in Merritt Hospital where it is hoped she will improve as she did once before. By the way this lovely shop has just completed a room for the especial display of cards and such.

Miss Curtis spoke most interestingly last Thursday at the regular luncheon period on the use of the

library by the general public—all who heard her were delighted and enlightened.

Maude Petersen's name was omitted from the *phil* list who went sojourning last Sunday to San Francisco out to Dr. Grosso's lovely home on Telegraph Hill. Here it is. *Ten cents*, please, for our charity fund.

Helen Burton is staying over in London for the season and will not be home as expected this Fall. What an opportunity to see and know Europe from first hand observation.

WILL YOU HELP?

The *Philomels* have assumed a worthy project in providing clothing for 15 children housed at 886 Cleveland Ave., just off Park Blvd. one of the many branches of the noble work carried on by the Associated Charities. This home presided over by Miss James serves as a clearing house for children from broken homes who later are placed in foster homes. The need is very great at the present time for bloomers, stockings, slips, dresses, kimono's, coats, hats, capes, scarfs, shoe bags, laundry bags, and articles for bed rooms including chairs, shelves, mirrors, books, magazines, games, dolls, toys, rugs, etc.

Miss James needs towels, wash clothes, table and bed linen, curtains etc. Bring bundles to club. *Philomels* deliver once a week or take directly to destination.

Ring Miss James, Glencourt 6017 for full list of needs.

Donations of money also most welcome. Give to shopping committee, Sue Bradley, Joe. McClenegan or Z. W. Potter.

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OFFICIAL PUBLICATION of the
BUSINESS AND PROFESSIONAL WOMENS CLUB

OAKLAND

CALIFORNIA

Volume Two

Oakland, California, November 9, 1925

Number Fifty-one

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6:15 P. M. 75 Cents Per Plate.

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Mrs. Ripley has fascinated many audiences with her vivid descriptions and interesting tales of the American Samoans. She brings with her many interesting curios which she will show us. We will also have as our guest Miss Ripley's niece who is part Samoan and was born in that country. Mrs. E. G. Smith will also be a guest and will sing some Samoan songs.

Miss Alice Osburn, member of the program committee and in charge of this program, has planned a very enjoyable evening. You may invite your friends.

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Street, Phone, Lakeside 6700*

Issued every Monday in the
interests of the Business and
Professional Women's Club

OFFICERS

Mary B. Guber.....President
Ella Saylor.....Vice-President
Esther Goodwin.....Rec. Secretary
Edith M. Bakewell.....Corres. Sec'y
Claudine Detoy.....Treasurer
Mabel Kuss.....Auditor

NOTICE

Philomels meet next Sat-
urday night as usual at 6:15
at the club for dinner. Im-
portant rehearsals now in
progress for Minstrel Show.
Bring bundle of papers or
magazines and something for
Fenton House.

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PAPER DRIVE

The Philomels have made the final payments on the piano given to the club and money is needed to prepare for the forthcoming **MINSTREL SHOW**. At the last meeting of this group it was decided to conduct a **PAPER DRIVE** during the ensuing two weeks and a market was found among one of their own members. All that can be assembled can be disposed of at a good price, so why not lessen your fire hazard and get rid of all the paper and magazines which you cannot use. The cooperation and assistance of every club member will be greatly appreciated at this time. Bring bundles to the club or get in touch with club secretary who will arrange for some one to call for your contribution. But please do it now—the drive should not extend over too long a period—so make it snappy and soon all the **GIRLS** will have the wherewithal to buy the material for their minstrel suits. **WE WILL THANK YOU.**

—Paper Drive Committee.

NEW MEMBERS—

We have the pleasure of introducing to you as recent members of the Club:—

Sadie S. Burgin, of Liberty Trans.
& Storage Co., 1606 Webster Street
(in our own building).

Marjorie Denio, with "The Reduc-
cycle", 3815 Broadway.

Jessie Frisbey, Dental Ceramist,
713 Medical Bldg.

The **HERALD** will publish the names
of new members from time to time,
that we may have the opportunity of
becoming better acquainted.



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THE AUTUMN DANCE

Plans are under way for the next Holding Company dance to take place Friday night, November 13, under the direction of the Past Officers section with Miss Clow acting as general chairman.

The decorations will be in keeping with the spirit of autumn and in the Garden Room tables will be provided for progressive whist and bridge for those who do not wish to dance all evening. Good music and surprise features are promised all those who attend. The price 50 cents. Secure tickets of any P. O. or of Miss Clarke at the desk.

HERMINE KRUGER,
Chairman P. O.'s.

OUR ANNIVERSARY PARTY

Both Mrs. Guber and Mrs. Nattinger are very anxious to learn the approximate number who will be in attendance at the big club party on Thursday night, November 19, so phone in your reservations *at once*. It surely will be a gala night and no club member should be absent. The program will include musical and dancing numbers of a high order, there will be very few speeches, but there will be dancing afterwards if all the plans work out satisfactorily. You will be proud and happy to be a member of the club on this night of nights and it is none too early to register the number of plates you will use. The price is only \$1.25 for a choice turkey dinner with all the rare entertainment included.

CLUB NOTES

The P. O.'s meeting at Dr. Kibbe's last Monday evening with twenty members present proved a great success. Dr. Kibbe provided an elaborate turkey dinner with decorations bespeaking Thanksgiving time. It was difficult to settled down to a business meeting after the social hour but much was accomplished with plans for the forthcoming autumn dance to be held Friday night, Nov. 13, under the direction of this section.

The Directors of the Club enjoyed the bountiful hospitality of Mabel Kuss last Monday evening, gathering sociably around the open fire to discuss the necessary business, and enjoying a delicious supper later, at her beautifully appointed table. Grace Maurer, chairman of the Juniors, met with the Directors, and Josephine McClenegan was a supper guest.

Registered yet for the Anniversary Dinner? A crush is expected.

Congratulations hereby extended to the Holding Company, Dr. Shields, chairman, for managing the most successful dance of the season at the joyful Hallowe'en period. Miss Rabbas, clever character analyst, made a goodly sum in her *tent* in the lounge as did various other gifted ones who read palms and told fortunes by cards. Down stairs on the dancing floor was a veritable crush when more than four hundred merry makers in mask and costume tried to dance. But every body had a wonderful time and all greatly admired the exquisite decorations in keeping with the occasion—the work of our chairman of decoration, Maud Petersen, otherwise known as "Peter". She will never do a better job—it just can't be done, that's all.

Consult the CLUB CALENDAR in last week's HERALD often. Some thing doing every minute now in the club and if you don't watch your step you will miss something important. Our season is surely in full swing.

Dr. Shields, first vice-president, presided at Saturday night's dinner meeting of the Philomels in the absence of Zannette W. Potter who was in Modesto over the week-end. The Philomels are busy up to their eyes in several worth-while projects principal of which is the forthcoming minstrel show when the ladies will appear in men's attire and in black face. *Horrors!* True nevertheless! Blanche Stedman wielded the baton Saturday night during the singing hour. Mrs. Peterson has accepted the responsibility of *Fenton House* committee which involves much work for the section during the coming weeks.

Of course you are planning to attend the next club dance on November 13 under the direction of the P. O.'s with Bessie Clow as chairman. These dances have been gathering momentum now for some time—no one can stop 'em—so fall into line and put the date aside. Bring your *men* friends—all the ladies just must have partners this time.

Now is the time to register for the Tuesday night dancing class. New term begins November 17 for a six weeks' period closing Dec. 22 just before the holidays and not resuming until after New Year's. Miss Zwillingler teaches the usual ball room dances as well as the *Charleston* and others of the latest dances now in vogue. Six lessons for \$2.50. Single admission 50 cents.

Mrs. McClenegan says we can have the south store room to leave our bundles of paper in for the big PAPER DRIVE being conducted by the Philomels. Let us concentrate our effort NOW and get it all over with during the ensuing two weeks. We have a market for all we can assemble—isn't that wonderful—so let's hurry! The Philomels can use every cent they make in getting ready for their Minstrel Show.

Be reminded, *December Belles*, of the meeting held at the luncheon time next Tuesday, November 10, when Helena Gamble, chairman, has plans to unfold of interest to all clubbers born in December. Take your tray to Directors' room at 12:15.

Some are saying that the dancing stunt by the dozen or more clever kiddies at the last dance was a big feature of a full evening of fun. Thanks, Alice Z.

Continued on page 4



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CLUB NOTES—Continued.

The cubby hole at the foot of the stairs is where club members are placing their bundles for Fenton House. Some of the Philomels make the journey out there by machine once a week and might as well take a load as well nothing at all. To date cash donations have amounted to \$34.50. Every cent of which is thrice welcome and the purchasing committee can still use more. Please go thru your closet and bureau drawers and fix up a bundle—you will never miss a thing you give away and it will do some one a world of good.

The news hound of the HERALD scented wrong last week when it was stated that Helen Burton was still in London. She is home again safe and sound—glad to get back and we hope Miss Otis will arrange to have a talk from her soon all about her trip n'everything.

Improvements have begun already on the attic, the men working mostly at night—soon we will have another hall for rent and won't that be lovely? What group will volunteer to help furnish the rooms when they are made over?

What about an AD for the Xmas holiday season. The HERALD has a big circulation and is read from cover to cover by a considerable number of folks. See Joe. McClene-gan NOW.

Josephine Swan White is leaving for an extended trip this week, visiting her sister in Chicago and stopping at other places. Mrs. White is planning to appear in recital while away.

Alice Burnell has made a very useful and beautiful gift to the club recently. A hall lamp which you can see as you ascend the stairs on the main floor. Thanks, awfully.

KLX has asked the Philomels to postpone their "going on the air" from December 2 to December 9—one week later. All willing.

POLLY PUT THE KETTLE ON!

President Guber writes the HERALD thus:

The Board of Directors has decided to inaugurate a Sunday Reception to be held in our club house once a month, the first of which will be held Sunday, November 22, from three to five o'clock. These affairs

are designed to bring out the new members and all can become better acquainted. Tea will be served.

—O—
 Wish any HERALDS—back numbers for your files. Ask Miss Clarke; some have been left with her for you.

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Number Fifty-two

Phone Oakland 4955

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day the world has ever known!"

ANNIVERSARY DINNER
THURSDAY EVENING, NOVEMBER 19, 1925
6:45 P. M. The plate \$1.25

The club's first birthday will be celebrated, most fittingly on this date—not the first birthday of the club's existence but the close of one year's occupancy of our new club building.

There will be several club guests at the speakers' table with Mrs. M. Guber presiding. Short toasts and responses will open the evening's program after which Dr. Lillian Shields, president of the Holding Company, will review the club activities for the year just closing. Dorothy Buechner, soprano soloist, will render an aria from *Madame Butterfly*; Hortense Levy will contribute two cantillations: *The Volunteer Organist* and Helen Rowland's "If".

To close the program ten of Miss Zwilling's pupils will give *The Danse of the Mosque*.

The decorations of the stage and auditorium will be in the hands of John Craig, well-known interior decorator.

A course, turkey dinner will be served and dancing will begin at 9:30 p. m. A group of Juniors in Colonial costume will bear the huge birthday cake to its destination.

Don't miss this *dinner of dinners*—the supreme event of the club this season. Ring up the club NOW for your table reservations.

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Edith M. Bakewell.....Corres. Sec'y
Claudine Detoy.....Treasurer
Mabel Kuss.....Auditor

PHILOMELS

hereby urge your immediate
help on their PAPER
DRIVE. Several hundred
pounds have already come in
and much more is needed.
Money will be necessary to
purchase or rent suits for
the coming Minstrel Show
on December 19. If you have
no way of getting your do-
nation to the club ring Ex.
Sec'y and leave your address
and your contribution will
be called for.

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Sometimes it is necessary for even the most "forward-looking" people to look backward, to see how much progress has been made. And so now, seven years after the ending of the World War, a glance at what has transpired in the world during that time is helpful in our endeavor to realize that those who made the prodigious sacrifice did not die in vain.

We see as outstanding features:—

1. Monarchical government practically abolished with the downfall of the empires in Germany, Austria, and Russia.
2. The resurrection of Poland.
3. A dictatorship in Italy.
4. The abolition of the Khalifat in Turkey.
5. The grant of autonomy to Catholic Ireland.
6. Practical self-government accorded to three hundred and twenty-two million inhabitants of the Indian continent.
7. The establishment of a communistic government in Russia.
8. The most complete revolution the world has known, resulting in a republican form of government in China.
9. The establishment of the League of Nations, and the demonstration that it does work effectively.
10. The Locarno agreement between Germany, France and Belgium, to arbitrate all disputes, Great Britain and Italy standing solidly behind it.

We have not yet reached Utopia, but nowhere in the world today are men advocating war as a road to national gain. Universal peace is nearer than ever before.

In our own country it is not now so much a question of protection from those without our borders, as insistence that those within them shall respect and obey the laws of our country. And that is a battle to be waged, not in bloody warfare, but in the teaching and living of the principles on which our government is founded.

(Contributed)

STANDING COMMITTEES

RECEPTION—

Susanne Chalmers, Alice Burnell, Gladys Barndollar, Mrs. McGibbon, Bessie Wood Gustason, Dr. Lillian Shields, Josephine McClenegan, Dr. Maud Carter, Mrs. Belknap, Mrs. Bakewell, Mrs. A. M. Jessen.

HOSPITALITY COMMITTEE—

Mrs. Angel, Mrs. Bledsoe, Mrs. Bunker, Alice Barker, Mrs. Dingwall, Miss Edmonds, Ora Egan, Grace Maurer, Mrs. Graham, Mrs. La Croix, Mrs. Haines, Dr. McGilvery, Mrs. Rucker, Mrs. Bakewell, Dr. Carter, Mrs. Hall, Miss Callahan, Miss Beaumont, Mrs. Rennie, Mrs. Richardson, Leoma May Henas, Chairman.

PROGRAM—

Faye Otis, Chairman; Alice Osborn, Florence Bussell.

EDUCATIONAL—

Sue Bradley, Chairman; Hermine Kruger, Ella Saylor.

PLACEMENT AND GUIDANCE COUNCIL—

Z. W. Potter, Chairman; Carrie Hall.

PUBLICITY—

Anna Burr, Jeannette Saunders, Olive Bledsoe.

MEMBERSHIP—

Carrie Hall, Chairman; Mrs. Hallin, Jean Baird, Mrs. Pinkston, Esther Goodwin.

HOUSE—

Jennie Hammond, Chairman; Bessie Wood Gustason, Louise Booth, Eunice Pritchard, Mrs. Maiden.

DECORATIONS—

Maud Peterson, Chairman; Mildred Latimer, Dr. Grosso.



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S. O. S.

Will all officers and chairmen of committees who send in material for publication in the HERALD kindly present same in good form and typewritten if possible so that the editor will be relieved of hours for unnecessary work in preparing same for our little club paper. As it is with no extras the editor must of necessity consume the best portion of *one whole day* to get the HERALD out on time and in good shape. A labor of this kind coming week after week is taken too much as a matter of fact and few attempt to render any assistance whatsoever. *A closer co-operation* would be *exceedingly appreciated*. Contributions are most welcome at all times. Items of interest to women and personals most acceptable. Remember, if your HERALD falls below your standard of what it should be the fault must be shared by yourself and not placed wholly on the editor's shoulders. All of us falter, at times, in well-doing. Just lend a helping hand occasionally. All copy should reach HERALD office by Wednesday or Thursday noon at the latest. There are so many things happening all the time in our club that the cultivation of a *news sense* would be a valuable thing to acquire from any standpoint.

GIVE HEED

To the manner of securing your tickets for the coming Theater Party—The Haunted House at the Fulton Theater to take place on Tuesday night, November 24. The club gets *40 cents on each ticket* and you will get *value received* and there you are. *Nuf ced*.

Two tickets will be placed in each member's HERALD envelope this week. If you intend using them mail a check at once to Z. W. Potter at 1608 Webster street at rate of one dollar per ticket. Then redeem your ticket at the theater paying them the *war tax* extra.

Or, if you would like Miss Clarke to shop for you by going to theater early on morning box sales open pay for \$1.10 per and she will secure your tickets for you. Simple. Yes. Please read the above again. But do not delay sending in your check—these payments must be more prompt this time. Do not go to the play that evening without having paid for your seats in one of the above ways.

Signed: Z. W. POTTER,
Chairman Activities Committee.

CLUB NOTES

Please note that Mrs. Guber informs that the date of the first Sunday afternoon club tea will take place on November 29 and not the 22 as announced. Follows the original notice in a more prominent part of this week's HERALD. The first function will be given under the auspices of the Board of Directors.

The Board of Directors has decided to inaugurate a Sunday Reception to be held in our club house once a month, the first of which will be held Sunday, November 29, from three to five o'clock. These affairs are designed to bring out the new members and all can become better acquainted. Tea will be served.

It is surprising how fast the workmen have gotten the up-stairs attic room transformed into a beautiful,

usable portion of our already beautiful building. This section will be called the Sunset Room and will be that in reality as well as in decoration and embellishments. The rent will be moderate. Tell your friends of this place for afternoon teas, concerts, lectures, luncheons, dinners, etc.

At last this club is beginning to do things expertly. Mr. John Craig, interior decorator and light specialist, will take charge of the decoration of our Auditorium for the ANNIVERSARY DINNER — and that will mean many *oh's* and *ah's* as you enter on the evening of November 19. Mr. Craig was recently a dinner guest of the Philomels and is known favorably thruout California for his skill in decoration.

Vice-President Saylor presided at Thursday night's dinner.

The Juniors held their election last Tuesday night and the following officers were elected:

President—Harriet Bakewell.

Vice-President—Lucile Fine.

Secretary—Viola Bocca.

Treasurer—Grace Haskins.

Their installation will take place Tuesday, Dec. 1st, with a dinner in Garden room. It is their desire that as many seniors as possible attend this dinner.

Miss Ada E. Porter has left the County Hospital where she was a special social worker in order to enter a new field. She is now in the insurance business.

The December "belles" have purchased that beautiful East Indian shawl which Mr. Helph suggested our buying for decorative purposes in the club. This is another exquisite addition to those already the property of the Holding Company to be used whenever or wherever the decoration committee chooses. Who wishes to follow suit and present the club some lovely article for embellishment purposes? We need these things just as we have needed the so-called necessities—chairs, tables, lamps, etc. Remember Xmas is coming and the club will need many gifts.

Also, have you responded to the call for all sorts of things for Fenton Touse? Xmas is so near and there are many needs to be supplied. Clothing, books, pictures, furniture, bedding, etc., very much needed. Place in cubby hole under stairs—main floor of club.

And now all abroad for the *Minstrel Show*. There positively will be a packed house—so early reservations will be absolutely necessary. Secure them of any Philomel or at the cashier's desk. Every Philomel will be at her post of duty, most of which will be dark-town regalia. Their performance will be a scream from beginning to end. Don't miss this unique event.

Miss Helen K. James, mother of Fenton House, was the dinner guest of the Philomels at their meeting on Saturday night. Miss James told of her very interesting work at the unique institution—Fenton House. Needless to say the Philomels received valuable first-hand information concerning their very worthy project.

Continued on page 4



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CLUB NOTES—Continued.

The Activities Committee held an important meeting last Wednesday night fixing the details of the November Theater Party. This event with the *Haunted House* on the boards at the Fulton is a great attraction, as the play will have an extended run in this community and every body should see it. Early reservations should be in order to avoid disappointment. If you have left orders with Miss Clarke for more tickets than you will receive in your HERALD envelope just secure more from her and all will be smoothed out. The committee has worked hard to handle the situation with as little confusion as possible and the maximum of co-operation is asked of every member of the club. The great problem will be to receive the checks on time. Respond promptly.

Those serving on the committee include Z. W. Potter, chairman; Maud Petersen, Joe. McClenagan, Victoria Escoffier, Hermine Kruger, Laurie Thorne, Mrs. Haines, Dr. Lillian Shields, Mrs. Havlin, Mrs. Havens, Helena Gamble, Grace Maurer, Mrs. Viganego and Carrie Hall.

—0—

Ella Saylor asks that those born in September get in touch with Mrs. McClenagan, Oak. 1604; those born in October confer with Carrie Hall at Fruitvale 7017; with Miss Saylor, Ala. 314, for those claiming November for their birthday and with Helena Gamble for all those born in December. Miss Saylor will announce an important combined meeting of the four later months of the year at an early date. Watch the HERALD. But don't fail to get in touch with the respective chairmen.

—0—

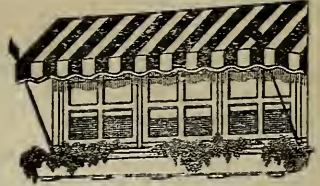
Dr. Alice Bush is away on a trip around the world.

—0—

The new term of the Zwillingers Dancing Class begins next Tuesday evening at 7:30. Learn the beautiful new fox trot, the *step-out* and brush up on the waltz and other familiar dances. Price: 6 lessons \$2.50—single admission 50 cents.

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